



PMR Industry Report

Dermocosmetics market in Poland 2017

Market analysis and development forecasts for 2017-2021

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Take advantage of the PMR offer

If you are interested in the PMR report or deepening of selected segments or additional expertise on the cosmetics market, I invite you to contact our consultants.



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PMR Report

- **Unique 5-year forecasts** prepared by the PMR team using a **proven and coherent methodology**
- **Expert commentary** allowing for a better **understanding of the current and future situation and opportunities and threats**
- **Intensive analysis of market segments** as determined by specific product categories
- **Comprehensive information on the sale of dermocosmetics in pharmacies** in 2012-2016, together with an analysis of the trends
- Description of the main **trends and legal changes** affecting the market

What is the content of the report?

- **Market overview** – historical data (2012-2016) and current value of the dermocosmetics market in Poland, including the various market segments: body and facial care products, anti-wrinkle, anti-acne, hair care and sun protection, among many more
- **Growth rates and expansion trends**, as well as current market conditions for total market and each category
- **Growth prognosis for next 5 years** for whole market and dermocosmetics category
- **Market leading dermocosmetics manufacturers** – portrayed in extensive profiles that reveal market share, earning, bestsellers and expansion plans for the whole value as well as each category
- **Regulations** – review the rules governing ingredients, production and packaging, marketing and trade as well as dermocosmetics product definitions
- **Trends in epidemiology in Poland** – learn which segments of the market will experience the greatest growth in response to skin disorders that require dermocosmetics solutions, such as: acne, dry skin, psoriasis, dandruff, stretch marks and cellulite, among others
- **Advertising outlays of major companies**, regulations governing advertising and media channels most commonly used
- **Data about advertising spending**
- **Distribution on the dermocosmetics market in Poland** – including coverage of top wholesalers, chains and independent pharmacies, salons and spas and online retail sales

5 Reasons to choose PMR

- 1 **Forecasts til 2021** prepared by the team of econometricians and market analysts help in designing a company development strategy
- 2 The publication provides an indispensable assistance by making it possible **to follow new trends**
- 3 **The competition analysis** allows assessment of investment prospects
- 4 An indispensable help in **designing a price strategy** thanks to the analysis of dermocosmetics prices
- 5 **The analysis of marketing activity of the leading companies** and its impact helps to assess the competitive environment and select the most effective marketing campaign



Who benefits from the PMR report?

- Manufacturers and distributors of dermocosmetics
- Cosmetic, pharmaceutical and other companies which plan to enter the dermocosmetics market
- Retail chains which specialise in selling dermocosmetics or wish to develop their offer by introducing such products
- Pharmacy chains and other distributors, e.g. pharmaceutical warehouses
- Companies seeking investment opportunities or interested in takeovers, e.g. private equity funds
- Consulting and research companies
- Chambers of commerce

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