



Dermocosmetics market in Poland 2008

Development forecasts for 2008-2010

Date: November 2008

Language: English, Polish

A word from the authors



“The market of dermocosmetics is one of the most rapidly growing segments of the healthcare products industry in Poland. The impressive growth noted in recent years will be continued in 2008-2010, and we expect the market to grow at a rate of approx. 18%. The market development will be further stimulated by the economic growth, increasing social awareness, epidemiological trends and demographic factors.

In view of the above, we have decided to publish a report that would offer a comprehensive analysis of the dermocosmetics market in Poland, along with the findings of the survey conducted among dermocosmetics producers and distributors operating in Poland. We believe the report will be an invaluable tool not only for

companies already present in this sector but also for producers of cosmetics, drugs and other products that only plan to enter this promising market segment”.

Monika Stefańczyk, Head Pharmaceutical Analyst

Agnieszka Stawarska, Pharmaceutical Analyst

PMR MarketInsight Methodology

This report was prepared using PMR's MarketInsight Methodology. **PMR MarketInsight is a methodology developed by PMR which assists in the complex preparation of industry reports.** It defines the ways in which data should be collected for such reports and outlines the methods to be used in analysing the information collected in order to obtain a true picture of the market in question. **It also contains special procedures to follow in the case of incomplete market.**

PMR MarketInsight precisely defines report content and structure. Industry reports prepared using PMR MarketInsight are based on information from a variety of available statistical, industry (specialist press, the internet), general and official sources as well as information from PMR's own database and primary research carried out independently by PMR. The sources we use are individually tailored to each project. **PMR MarketInsight is the result of over 10 years of experience in conducting industry analysis on Central and Eastern European markets.**

PMR
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Methodology

Face care products are the largest category of dermocosmetics.

Report description

The report is a comprehensive **analysis of the dermocosmetics market in Poland from 2007 to 2010**. The historical data on sales and market size as well as development forecasts for 2008-2010 are provided for each of the key product categories and whole dermocosmetics market. The overall market situation is presented, including an analysis of such factors as legal environment, epidemiological trends, demographic and macroeconomic situation.

Moreover, the report provides findings of the **survey conducted among the main players on the dermocosmetics market in Poland**, mostly producers, their representatives and distributors. The data gathered from the research among **65 companies** provided insightful and valuable information on the current situation, future trends, opportunities and barriers on the market.

Additionally, the publication presents the **distribution structure** of dermocosmetics on the Polish market, including various distribution channels, such as pharmacies, on-line stores, direct sales, beauty salons and spas.

The report also features specially constructed **profiles of the leading companies** on the Polish market, which include information on their financial performance. Moreover, the **directory of over 60 companies** operating on the Polish market (producers, their representatives, distributors) in Excel format is attached in the report.

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The directory of companies operating on the Polish market of dermocosmetics specifies:

- company name
- form of incorporation
- address
- tel. no.
- fax no.
- e-mail address
- web site.

The target group
for anti-wrinkle
products
is very large.

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Increasing health awareness among customers will stimulate the market growth.

Key sections

Section one presents an **overview of the situation on the dermocosmetics market in Poland**, specifying market size and sales in 2007-2010. This section describes main market trends observed in 2007-2008 and identifies the share of individual distribution channels – pharmacies, beauty salons and Internet – in total sales.

Section two analyses the market in the **key product categories**, including body care products, face care products, anti-wrinkle products, anti-acne products, other face care products, hair care products and sun care cosmetics.

Section three discusses findings of the **survey conducted among leading companies** on the dermocosmetics market in Poland. The current and anticipated situation on the market, as well as opportunities and barriers to business development are identified. The section provides also detailed description of companies engaged in dermocosmetics trade in Poland, including their profiles, financial standings and several indicators concerning their performance.

Section four presents detailed **profiles of the main market players**, including information on their financial performance and market shares. Moreover, the most popular groups of dermocosmetics and marketing issues are discussed.

Section five is a comprehensive description of **factors with significant influence on the market**, such as consumer behaviour and epidemiological trends. This section concentrates also on the legal aspects, economic and demographic trends, providing an analysis of the most important market indicators.

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Section six concerns the **advertising issues** in the dermocosmetics market, specifically presenting legal regulations and identifying spendings on advertising in the industry.

Finally, **section seven** gives a strategic view on the **distribution structure** on the dermocosmetics market, covering distribution channels such as pharmaceutical wholesalers, pharmacies, on-line pharmacies, on-line stores of producers and beauty salons.

Natural cosmetics
will be gaining
significance in
the coming years.

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By 2010
the dermocosmetics
market may be
worth PLN 1bn.

The information provided in Dermocosmetics market in Poland covers the fields of interests of:

- top managers and strategic planners of companies producing dermocosmetics, whether already operating or considering entering the Polish market
- representatives of dermocosmetics producers on the market
- producers of pharmaceuticals, dietary supplements and cosmetics, considering entering the dermocosmetics market
- other companies planning to enter the dermocosmetics market in Poland
- distributors of dermocosmetics: pharmaceutical wholesalers, pharmacies, on-line pharmacies and on-line stores of producers, beauty salons
- associations of pharmaceutical companies
- embassies, governmental agencies and chambers of commerce and industry
- companies that support dermocosmetics business with services such as marketing strategies development
- consultants and analysts that provide advice and intelligence to governmental and business organizations and those seeking investment opportunities.

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This report is an essential read for companies wanting to strengthen their position or targeting the market of dermocosmetics in Poland.

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