



Retail market of cosmetics and drugstore items in Poland 2009

Market analysis and development
forecasts for 2009-2011

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The last two years were a period of very healthy sales of cosmetic products. In 2009, however, the market situation is completely different. The rising unemployment rate and less optimistic consumer moods effectively discourage the growth of retail sales. Still, we expect the cosmetics market, including in particular the segment of cosmetics chains, to be less affected by the crisis. Polish consumers pay more and more attention to their physical appearance, so even in harder times they will continue to buy cosmetics, especially from the medium price range. Moreover, cosmetics sales are strongly driven by advertising, brand image and loyalty, the last two being aspects particularly difficult to change.

Patrycja Nalepa, Retail Analyst

About the report:

Retail market of cosmetics and drugstore items in Poland 2009 provides a comprehensive **overview** of the cosmetics and drugstore goods market in Poland, with respect to **socio-economic factors and consumer behaviour**. Given the nature of the products, the cosmetics industry is in a **unique position in this economic climate** as the report will show.

Along with anticipated **market trends**, the report also investigates the **value of the market** and makeup of the various **distribution channels**. The report rounds up with **developmental forecasts up to 2011**. Thanks to the meticulous topical understanding of our researchers, this is one of if not the best report available in the market on the industry.

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- Consumer preferences on market of cosmetics and drugstore products in Poland
- Value of market of cosmetics and drugstore products in Poland
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