



Retail market of cosmetics and drugstore items in Poland 2009

Market analysis and development
forecasts for 2009-2011

Publication date: April 2009

Language: English, Polish

Word from Author:



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.

If you are looking for:

- Overview of social and economic situation in Poland
- Consumer preferences on market of cosmetics and drugstore products in Poland
- Value of market of cosmetics and drugstore products in Poland
- Largest cosmetics and drugstore chains in Poland
- Distribution channels
- Market product segmentation
- Market trends
- Profiles of largest cosmetics and drugstore chains

...this is the report for you!

Selected PMR clients:



PMR MarketInsight Methodology

This report was prepared using PMR MarketInsight methodology developed by PMR which assists in the complex preparation of industry reports.

[Read more about PMR MarketInsight »](#)

About PMR

PMR Publications (www.pmrpublications.com) provides reliable market intelligence for business professionals and analyse the business climate in particular in the construction, retail, IT, telecommunications and pharmaceutical sectors. PMR Publications offers both free and paid subscription newsletters, internet news portals, and in-depth reports.

PMR Publications is part of **PMR** (www.pmrporate.com) – a British-American company providing market information, advice and services to international businesses interested in Central and Eastern European countries as well as other emerging markets.

PMR Ltd. Sp. z o.o., ul. Supniewskiego 9, 31-527 Krakow, Poland

Questions about ordering? Contact our sales department:

tel. /48/ 12 618 90 30

fax /48/ 12 618 90 08

e-mail: moreinfo@pmrporate.com

www.pmrpublications.com

[See other reports](#)



[See how to order](#)



SUBSCRIPTION CARD

TO ORDER RETURN THE FORM TO US VIA FAX ON: /48/ 12 618 90 08



Please send me

Retail market of cosmetics and drugstore items in Poland 2009 Market analysis and development forecasts for 2009-2011

Publication date: April 2009

Language: English, Polish

1	YOUR LICENCE	Language version	Single user licence*	5-user licence**	Corporate licence***	Global licence****
		<input type="checkbox"/> English or <input type="checkbox"/> Polish <input type="checkbox"/> Both	<input type="checkbox"/> €1700 <input type="checkbox"/> €2380	<input type="checkbox"/> €2550 <input type="checkbox"/> €3570	<input type="checkbox"/> €3400 <input type="checkbox"/> €4760	<input type="checkbox"/> €4250 <input type="checkbox"/> €5950
<p>* By ordering a "single user licence" the client is purchasing the right to use the publication on one computer workstation only. Any copying, distribution or dissemination of the electronic publication via a computer network (in part or in whole) is strictly prohibited. Delivered by e-mail in PDF format.</p> <p>** By ordering a "5-user licence" the client is purchasing a licence authorising the copying, distribution and dissemination of the electronic publication via a computer network (in part or in whole) among a maximum of 5 people within the company indicated on the order form (including all company subsidiaries in a single country location). Delivered by e-mail in PDF format.</p> <p>*** By ordering a "corporate licence" the client is purchasing a licence authorising the unrestricted copying, distribution and dissemination of the electronic publication (in part or in whole) via a computer network solely within the company indicated on the order form (including all company subsidiaries in a single country location). CD delivered by courier. CD version contains PDF version of the report plus an extra file with all the graphs and tables in a copiable format easy to use in your own analyses, presentations, etc.</p> <p>**** By ordering a "global licence" the client is purchasing a licence authorising the unrestricted copying, distribution and dissemination of the electronic publication (in part or in whole) via a computer network solely within the organisation indicated on the order form, regardless of country location. CD delivered by courier. CD version contains PDF version of the report plus an extra file with all the graphs and tables in a copiable format easy to use in your own analyses, presentations, etc.</p>						
2	INVOICING DETAILS	If your contact details are different to the invoicing details, please fax them to us together with the completed order form.				
		<input type="checkbox"/> Mr <input type="checkbox"/> Mrs <input type="checkbox"/> Ms	Last Name		First Name	
		Job title		Company		
		Country		Invoicing address		
		E-mail				
		Tel./Fax		Core business		EU VAT Number
3	PAYMENT FORM	Subscription will be invoiced in PLN at current exchange rates. Polish clients need to add 22% VAT. Foreign clients will be invoiced in EURO.				
		<input type="checkbox"/> MONEY TRANSFER TO: PMR Ltd. Sp. z o.o. For Polish clients: Raiffeisen Bank Polska S.A. ul. Armii Krajowej 18, 30-150 Krakow Account number: 36 1750 1048 0000 0000 0758 5225 For foreign clients: Raiffeisen Bank S.A. ul. Armii Krajowej 18, 30-150 Krakow Account number: PL 92 1750 1048 0000 0000 0758 5284 SWIFT CODE: RCBWPLPW		<input type="checkbox"/> CREDIT CARD: <input type="checkbox"/> Diners Club <input type="checkbox"/> Visa <input type="checkbox"/> Eurocard / Mastercard <input type="checkbox"/> American Express Account to be charged and currency (Credit card charges will be made in PLN at current exchange rates) Name of card owner Credit Card No Valid until Billing address of card		
4	Correspondence address					
	E-mail / Tel. to accounting					

I undertake to contact PMR within seven days should I not receive any of the copies.

In sending this form I authorise PMR to invoice me without my signature and to use the company details on the form for processing my subscription (Ustawa o ochronie danych osobowych Dz. U. nr 133/97, poz. 883)



Signature:

only signed forms can be processed

Thank you! We will contact you soon to confirm your order.

PMR Ltd. Sp. z o.o., tel. /48/ 12 618 90 00, fax /48/ 12 618 90 08, e-mail: moreinfo@pmrcorporate.com, ul. Supniewskiego 9, 31-527 Krakow, Polska
NIP number: 676-20-95-189, destination of region court: Sad Rejonowy dla Krakowa-Srodmiescia w Krakowie

XI Wydział Gospodarczy Krajowego Rejestru Sadowego, KRS number: 0000057694, the amount of company's nominal capital: one hundred and thirty thousand