



2nd
edition!

Retail market of cosmetics in Poland 2011

Market analysis and development
forecasts for 2011-2013

Publication date: March 2011

Language: English, Polish

Brief overview



The report contains a comprehensive analysis of the Polish market of cosmetics between 2006 and 2010 along with **development forecasts** for 2011-2013, set within the context of the current and forecast economic climate in Poland, **market value** and its division among the various **distribution channels** and the main **product categories**.

In addition, the **key market trends** are discussed, as are the factors most material to the market developing. The report also includes the **profiles** of the **largest market players**.

The report is supplemented with findings of research on Polish consumers' behaviour and preferences as these relate to cosmetics shopping.

Patrycja Nalepa, Senior retail market analyst

Report answers the following questions

- How much is the cosmetics market and its individual segments worth in Poland?
- How rapidly will the cosmetics market develop in the coming years?
- Who are the key players on the market?
- How are the individual distribution channels developing?
- What trends are prevailing on the market?
- What are the preferences and behaviours of Polish consumers relating to cosmetics shopping?

...and many more!

Key report sections

- value of sales of cosmetics in Poland, including sales forecasts
- analysis of the key distribution channels
- analysis of key market segments
- description of market trends
- profiles of the key market players, including info on sales, storecount, development plans
- findings of consumer research

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