



Mass Beauty and Personal Care in Poland

May 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Steady growth in 2024 thanks to ongoing price-sensitivity
- Trusted names complete for share alongside new players
- Promotions and discounts drive demand across a range of channels

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- Rising prices will increase appeal of mass segment in the coming years
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Beauty and Personal Care in Poland - Industry Overview

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DISCLAIMER

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