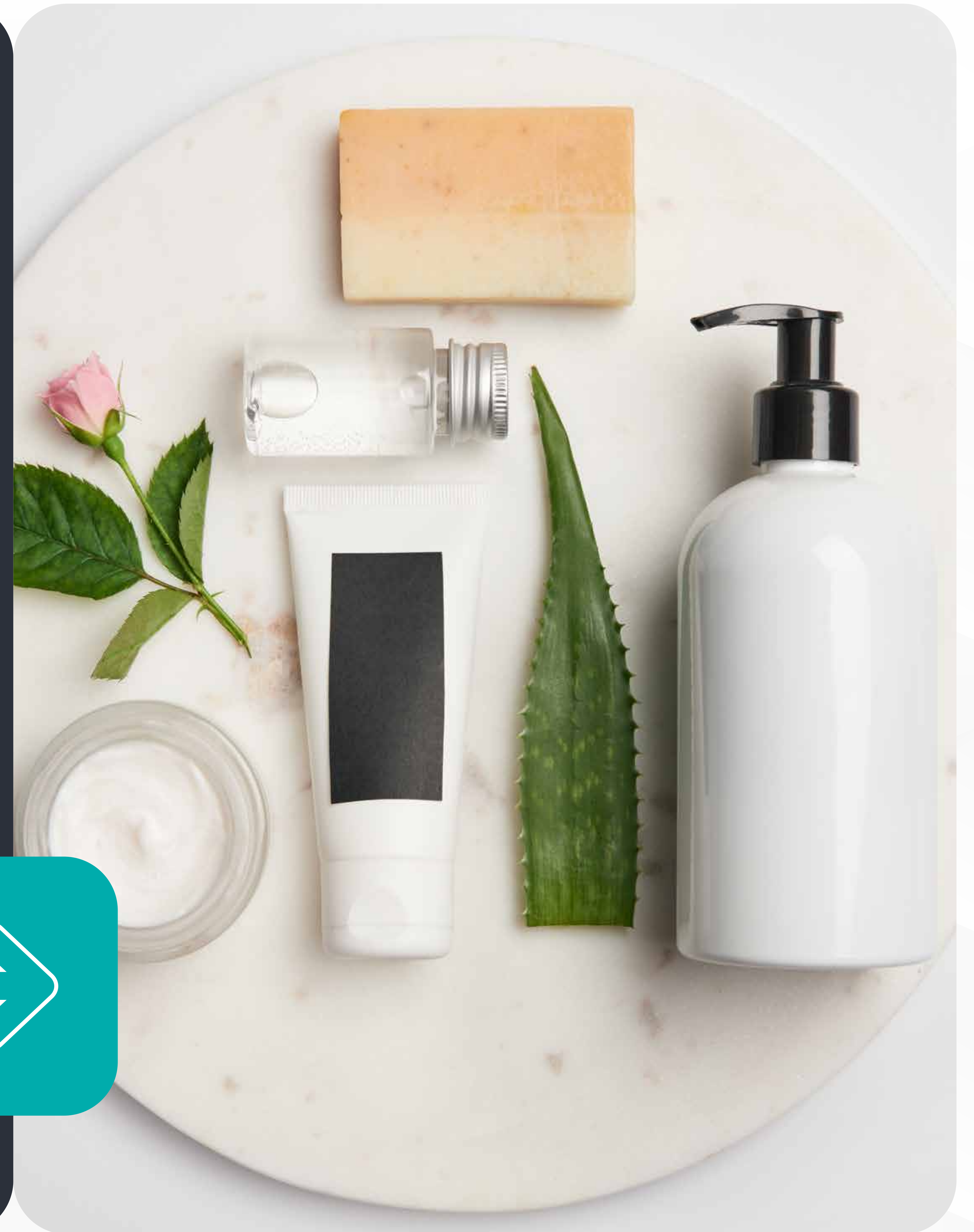




DERMOCOSMETICS MARKET IN POLAND 2025

MARKET ANALYSIS AND DEVELOPMENT
FORECASTS FOR 2025-2030



Main objective

To provide a comprehensive analysis of the dermocosmetics market in Poland, broken down into the main product categories and sales channels, together with prospects for their development.

Additional objectives

- **to analyse individual sales channels**, including offline pharmacies, health and beauty stores, online stores, online pharmacies and e-commerce platforms, and present forecasts for their development
- **to present key** macroeconomic (including inflationary), demand-side, supply-side, and legal **factors and trends in the dermocosmetics market**
- **to analyse the largest dermocosmetic categories in pharmacies** and identify their growth prospects
- **to analyse the share of dermocosmetics in main cosmetic categories** in Poland and identify their growth prospects
- **to define the characteristics of dermocosmetics buyers** in Poland
- **to present the most popular dermocosmetic brands** in Poland
- **to identify major players in the dermocosmetics retail market** in Poland
- **to identify the largest manufacturers** overall and in individual sales categories

What is included in the report?

- **market value** in 2021-2024
- **market structure** in 2021-2024, by sales channel
- **structure of the total dermocosmetics market** in 2021-2024, by online and offline sales
- **structure of the pharmacy market** in 2021-2024, by product category
- **forecasts of changes in the price** of dermocosmetics and other macroeconomic **factors**
- demand-side, supply-side and legal **factors affecting the market**
- **the largest retailers** in the dermocosmetics market in Poland
- **consumer behaviour**, including places of purchase of dermocosmetics and characteristics of dermocosmetics buyers
- **major manufacturers** in the pharmacy market overall and in individual product categories
- **the most popular dermocosmetic brands** in Poland
- **development forecasts** up to 2030

Time span: 2021-2024

Forecast horizon: 2025-2030

Geographic coverage: Poland

SCOPE

Particular product categories distributed in pharmacies:

- body care and hygiene
- face care and make-up
- hair care
- foot and leg care
- children's dermocosmetics
- eye and eyelid care, make-up and make-up removal
- hand care
- lip care and make-up
- men's dermocosmetics
- nail care
- dermocosmetics for pregnant and postpartum women

SUBJECT MATTER

- market value
- structure of the total market value, broken down into sales channels: offline pharmacies, health and beauty stores, online stores, online pharmacies, e-commerce platforms
- structure of the total market value, broken down into offline and online sales
- structure of the pharmacy market, broken down into the largest product categories
- forecasts for the total market, sales channels, product categories in pharmacies and shares of dermocosmetics in the main categories of the cosmetics market
- major players in the dermocosmetics retail market
- major dermocosmetics manufacturers
- major manufacturers by category of dermocosmetics sold in pharmacies





FORECASTS

For the purposes of the report, long-term development forecasts were prepared using econometric models and historical time series.

The forecasts cover the period 2025-2030.

In addition to the forecasts for the value of the market and product categories, the report also covers forecasts for 2025-2030 for selected macroeconomic indicators, including:

- GDP per capita and real GDP growth rate,
- overall inflation and price index for dermocosmetics,
- average annual LFS unemployment rate and real change of average monthly gross wage in Poland,
- real change in disposable income of Polish households and private consumption,
- number of Poland's residents and share of each demographic group.

OTHER DATA ON THE DERMOCOSMETICS MARKET

In the report, we also present key parameters on dermocosmetics sales, including:

- comparison of purchases of dermocosmetics and other cosmetics in Poland
- sales revenues of selected largest health and beauty chains in Poland and their store count
- number of packages of dermocosmetics sold in pharmacies in Poland and analysis of the trend over time
- average price of a dermocosmetic in pharmacies, by product category

**AVAILABLE FINAL PHARMACY DATA
ON DERMOCOSMETICS SALES IN 2024**

Why buy this report, i.e. what important questions does it answer?

- What is the value of the dermocosmetics market in Poland?
- What is the value of dermocosmetics sales in each distribution channel, and which of them will grow fastest over the next few years?
- What are the key trends in the dermocosmetics market in Poland?
- Which dermocosmetic categories in the pharmacy market will see the biggest changes in 2025-2030?
- What is the real growth rate of the dermocosmetics market value in Poland?

Together with the report, we provide the **most important data in an Excel spreadsheet for individual aggregation.**



We are one of the leading research and analytics companies in Poland!

As **PMR Market Experts**, we help our Clients to obtain and analyse data, enabling them to better understand market processes, plan strategic and operational actions, and ultimately develop their business.

We boast **30 years of experience** and a **team of nearly 100 experts**. In our reports, we use secondary data combined with proprietary primary databases and qualitative and quantitative research.

We provide **market analyses for four main sectors**:

- construction,
- retail,
- healthcare and pharmaceuticals,
- IT and telecommunications.

We also prepare **customised research projects** focused on the area specified by the Client. In addition, we offer **consultancy services** combining different areas, including marketing research, market sizing, forecasting, and sales management.



PHARMA & HEALTHCARE

MARKET ANALYSIS AND 5-YEAR
DEVELOPMENT FORECASTS



- **Dermocosmetics** market in Poland
- **Private healthcare** market in Poland
- **Dietary supplements** market in Poland
- **Dentistry services** market in Poland
- **Non-prescription products** market in Poland
- **Diagnostic imaging services** market in Poland
- **Laboratory diagnostics services** market in Poland
- **Public and non-public hospital** market in Poland
- **Pet care and products** market in Poland
- **Elderly care** market in Poland
- **Distribution on the pharmaceutical market** in Poland

NOVELTIES

Forecasting methodology

The class and type of the developed **econometric models** are selected according to the **characteristics of the data analysed**. In practice, models using **multiple regression** (the least squares method) and **autoregression** (ARIMA, VAR) are the most common. We use both **primary variables** and their **transformations** (e.g. logarithms) to capture the relevant relationships.

The **final market value forecasts** are not just based on a single best model but are a **weighted average of forecasts** from a selected set of best models. The weights are selected based on model fit indices. This procedure makes it possible to consider **more factors** influencing market development, hence **improving the forecast precision**.

When developing the **final forecasts**, we take into account not only the **statistical quality of the models** (model adjustment to empirical data, normality and homoscedasticity of residuals, statistical significance of structural parameters) but also their **consistency** with market knowledge and **qualitative information** gathered by PMR's analytical team.

The models use data on industry sectors, macroeconomic indicators and demographics, as well as the results of our analyses. Most often, there are **60-80 types of indicators** considered.



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