

# COSMETICS RETAIL MARKET IN POLAND 2026

MARKET ANALYSIS AND DEVELOPMENT FORECASTS FOR 2026-2031



## Board and C-Level

To support key investment decisions through a reliable assessment of market potential and the macroeconomic environment.

## Expansion and Sales

For planning new locations based on sales channel potential and the analysis of drugstore concepts in retail parks.

## Marketing and Communication

To optimize campaigns based on social media trends, analysis of eco-friendly attitudes, and modern consumer behavior.

## Procurement and Category

To build a competitive assortment advantage based on data from 10 product categories and the growing popularity of private labels and natural brands.

## E-commerce i Digital

To drive m-commerce growth and enhance apps and loyalty systems based on digital shopping habits.

## Business Intelligence and Control

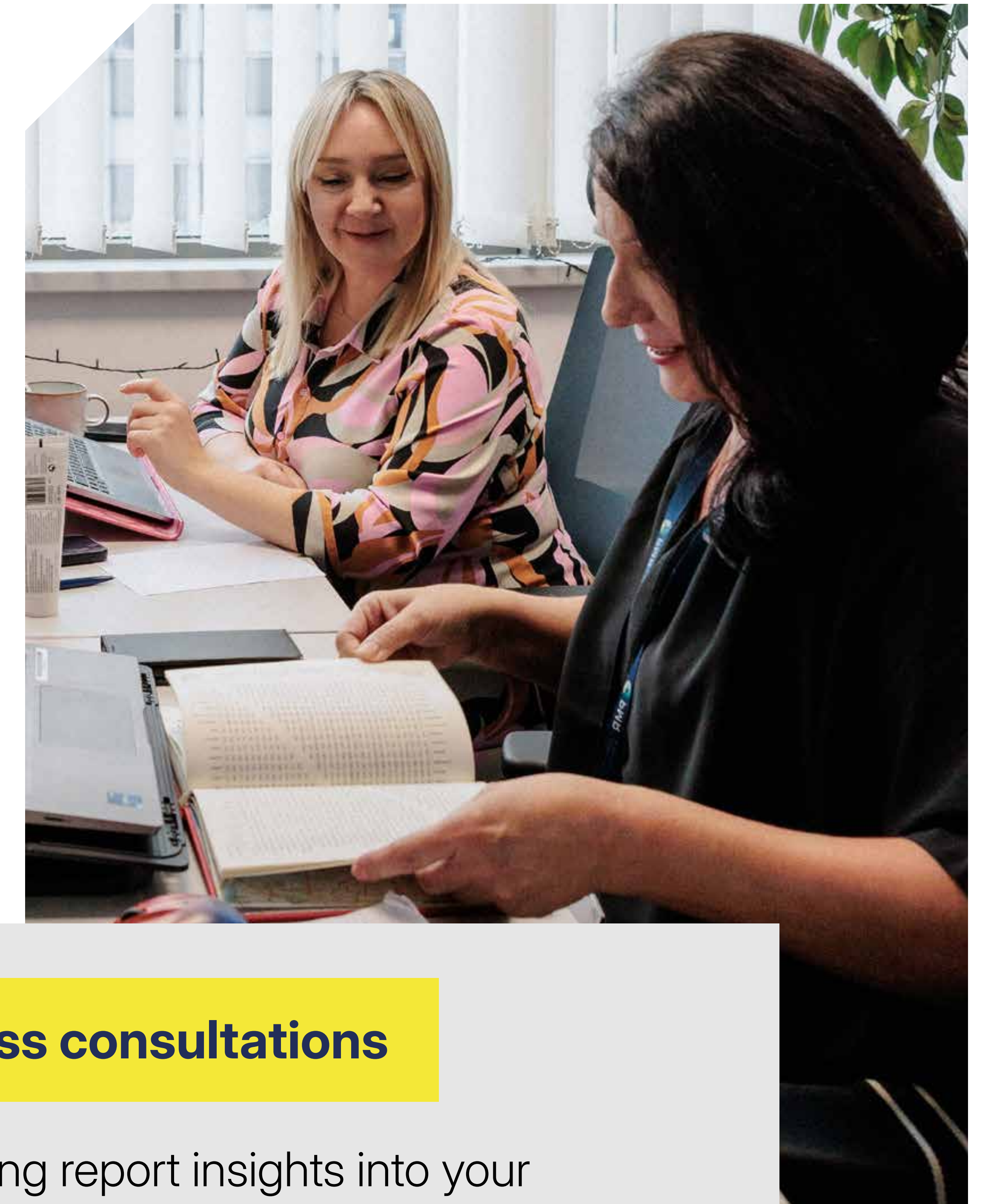
For benchmarking results against the top 15 market players and monitoring shares across discounters, drugstores, and pharmacies.

**Investing in our report means gaining a comprehensive toolkit and expert support that extends far beyond a simple data set.**

## THE REPORT PACKAGE INCLUDES:

- Main Report (PDF): In-depth analysis of the cosmetics retail market in Poland 2026, including projections through 2031.
- Executive Summary (PowerPoint): High-level insights and strategic trajectories tailored for swift Board and C-Level reporting.
- Database (Excel): Comprehensive datasets facilitating autonomous data processing and internal business modeling.

**At PMR Market Experts, we ensure our reports serve as practical tools for business decision support, complemented by direct access to the professional guidance and expertise of our analysts.**



### Q&A Support

Our analysts are at your disposal to discuss methodology and address any inquiries, ensuring you gain a comprehensive understanding of every insight within the report.

**INCLUDED IN THE REPORT PRICE**

### Report presentation

A high-level presentation of key insights designed to support internal kick-offs and facilitate knowledge sharing across teams.

**INDIVIDUAL PRICING**

### Business consultations

Translating report insights into your company's specific challenges through strategic discussions with our experts on optimal growth trajectories and action plans.

**INDIVIDUAL PRICING**

After the more difficult years 2022–2023, when retail dynamics were driven by high inflation, 2025 brought a clear rebound. Currently, according to our survey conducted in January 2026, the impact of rising prices on purchasing decisions is no longer a significant factor, which naturally opens up new growth opportunities for retail chains.

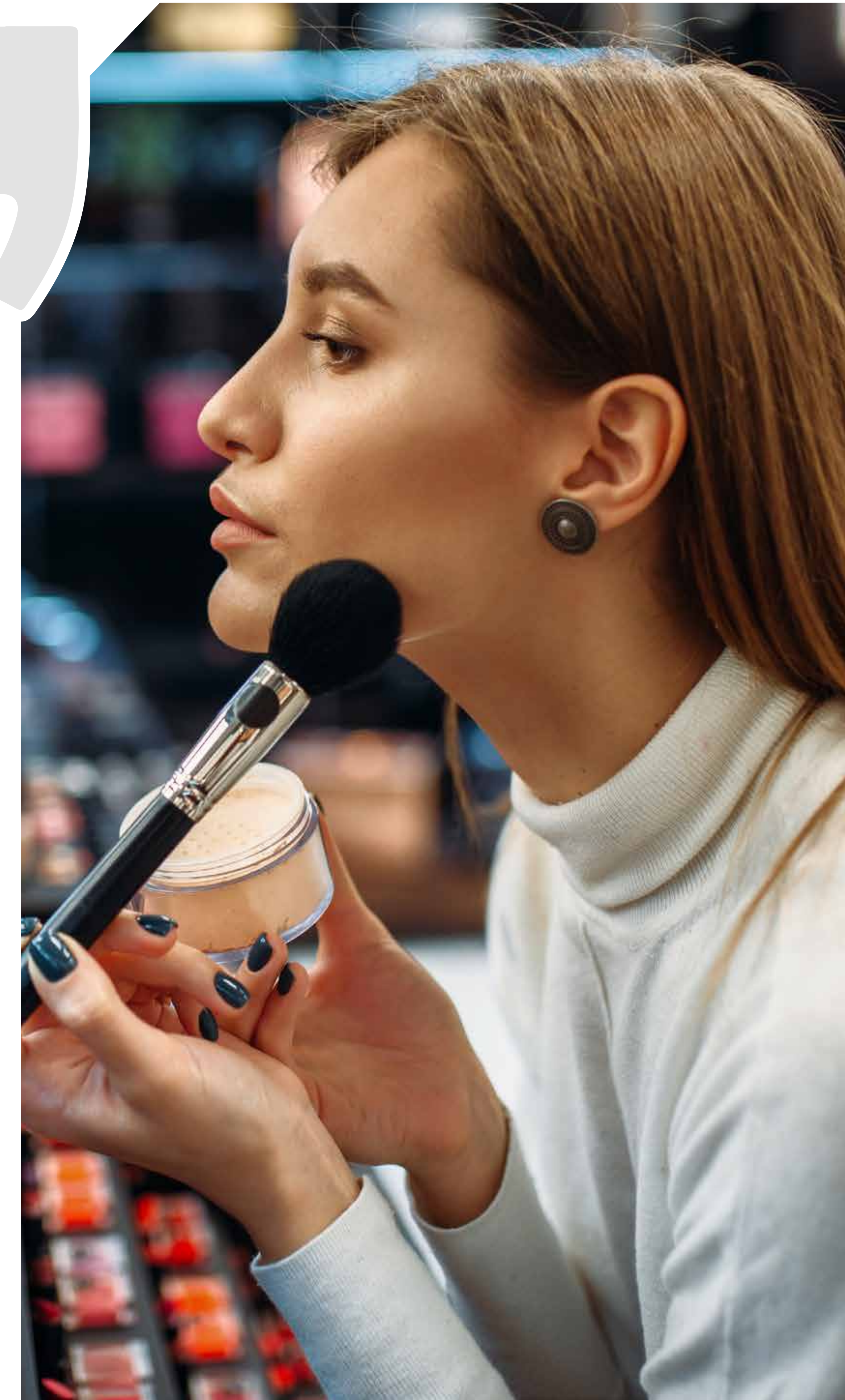
Experts point to a breakthrough change in consumer attitudes. **Although 66% of Poles still declare a certain level of restraint in spending, this group has shrunk by as much as 11 percentage points within just one year.** Importantly, only 5% of consumers limit spending specifically on cosmetics and personal hygiene products, confirming the high resilience of this category to economic turbulence.

One of the most visible trends in the cosmetics market is the growing multichannel nature of shopping. **On average, a consumer in Poland buys cosmetics through 3.6 different sales channels.** At the same time, the number of people using only one place of purchase is decreasing – currently just over 15% of consumers buy cosmetics through a single channel.

**Karolina Szalas**

Senior Retail Market Analyst, PMR Market Experts by Hume's Institute

Author of the report „Cosmetics retail market in Poland 2026”



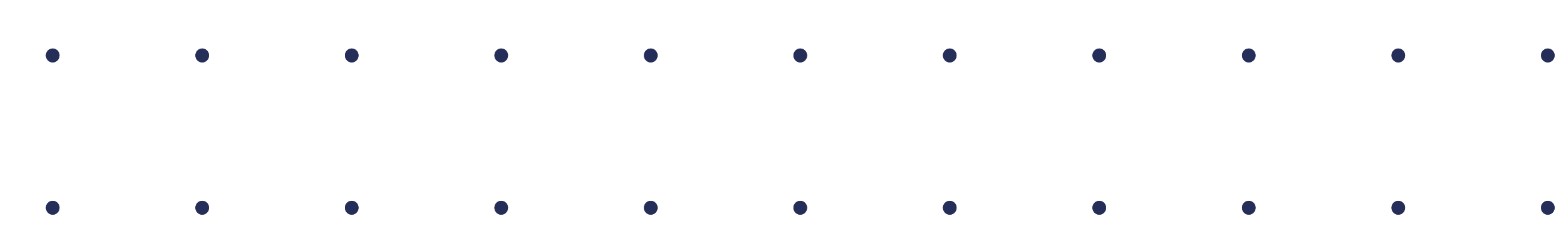


## Market value, structure, and forecasts

- ↳ **Market value** (2022–2025) with growth forecasts through 2031.
- ↳ **Market structure** (2022–2025) and projections to 2031, segmented by sales channels and product categories.
- ↳ **Sales channel analysis** – growth dynamics across drugstores, discounters, pharmacies, e-commerce, and m-commerce.
- ↳ **Price change forecasts** for the cosmetics market, including macroeconomic and demographic factors.
- ↳ **Key growth drivers** – a comprehensive analysis of demand and supply-side factors shaping the retail market.

## Product segmentation and channel structure

- ↳ **Segment analytics** – market value and forecasts for key product categories:
  - Face and body care
  - Make-up (color cosmetics)
  - Fragrances (perfumes and eau de toilette)
  - Hair care and styling
  - Oral care
  - Bath and shower products
  - Depilation and shaving
  - Nail care and styling
  - Hair coloration
  - Baby and childcare cosmeticst.
- ↳ **Cosmetics sales channel analysis** and future growth projections.



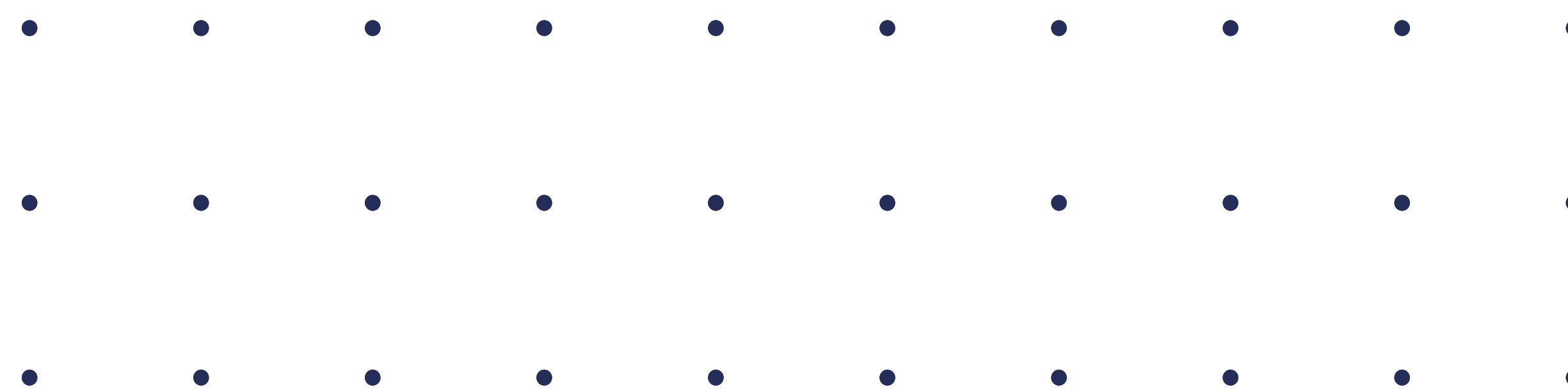


## Consumer behavior and trends

- ↳ **Modern shopper profile** – sociodemographic analysis of consumers across various sales channels.
- ↳ **Selection criteria and loyalty** – analysis of factors driving brand choice and store selection.
- ↳ **Consumer sentiment on rising prices** – price sensitivity, promotion-seeking behavior, and the shift toward Private Labels.
- ↳ **Digital habits and AI** – assessment of mobile app penetration and the impact of social media and influencers on purchasing decisions.
- ↳ **Key market drivers and trends** – analysis of macroeconomic, demand, supply, technological, and legal factors shaping the cosmetics market.

## Competition and retailer rankings

- ↳ **Ranking of key players** – estimated market shares and revenues of industry leaders
- ↳ **Retailer profiles** – analysis of expansion strategies, store counts, and formats.
- ↳ **Market benchmarking** – comparing the sales dynamics of major retailers against the overall market performance.
- ↳ **Modern formats** – development of private labels and „beauty“ concepts in non-food retail stores.





## Product categories

1. Face and body care
2. Make-up (color cosmetics)
3. Fragrances
4. Hair care and styling
5. Oral care
6. Bath and shower products
7. Depilation and shaving
8. Nail care and styling
9. Hair coloration
10. Baby and childcare cosmetics

## Sales channels

- ↳ Brick-and-mortar drugstores
- ↳ Brick-and-mortar perfumeries (new)
- ↳ Grocery stores
- ↳ Online sales (including online stores, marketplaces, and cross-border stores and platforms)
- ↳ Online sales
- ↳ Direct selling
- ↳ Pharmacies
- ↳ Other channels



## Methodology and sample size

- ↳ Research method: A consumer survey conducted using Computer-Assisted Web Interviewing (CAWI).
- ↳ Sample size: A nationwide study conducted in January 2026 among 1,656 adult Poles.
- ↳ Targeted sample: The study invited primary household decision-makers who had purchased cosmetics within the last 3 months.

## Key research areas – what did we ask consumers??

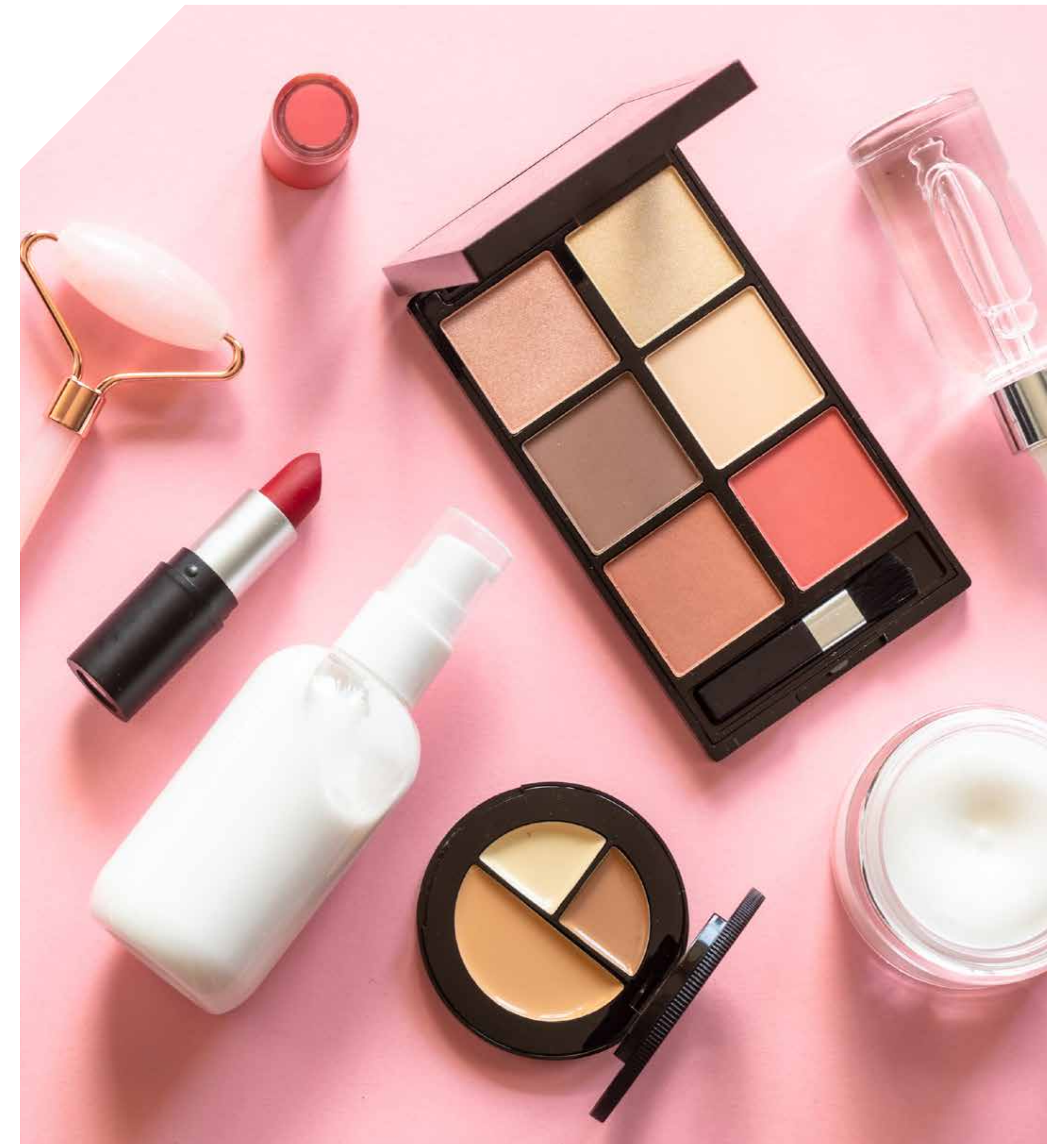
- ↳ Shopper profile: A detailed demographic breakdown of cosmetics consumers.
- ↳ Purchase location and aoyalty: Where Poles most frequently buy cosmetics and which factors (price, location, assortment) determine their choice of a specific drugstore or grocery chain.
- ↳ Category structure: Which products from the 10 key segments (e.g., face care, make-up, fragrances) are selected depending on the chosen sales channel.
- ↳ Trends and innovations: Attitudes toward natural cosmetics, Korean cosmetics, and the influence of social media and influencers (including TikTok Shop) on purchasing decisions.
- ↳ Technology in retail: The use of retailer mobile apps, loyalty programs, and modern payment and delivery methods.

## Consumer profile

- ↳ Brand awareness and shopping preferences – recognition of major drugstore chains and key factors driving the choice of specific retail locations.
- ↳ Shopping frequency and channels – how often and through which channels (drugstores, discounters, e-commerce, pharmacies) Poles purchase cosmetic products.
- ↳ Sociodemographic consumer profiling:
  - ↳ Overall market overview for cosmetic products.
  - ↳ Segmented by sales channels.
  - ↳ Detailed characteristics of customers for specific retail chains.

## Retail chain profiles

- ↳ Sales value and market shares.
- ↳ Store potential.
- ↳ Development strategies and plans.
- ↳ Key categories and private labels.





## Scope of forecasts by PMR Market Experts by Hume's

The report provides comprehensive forecasts for:

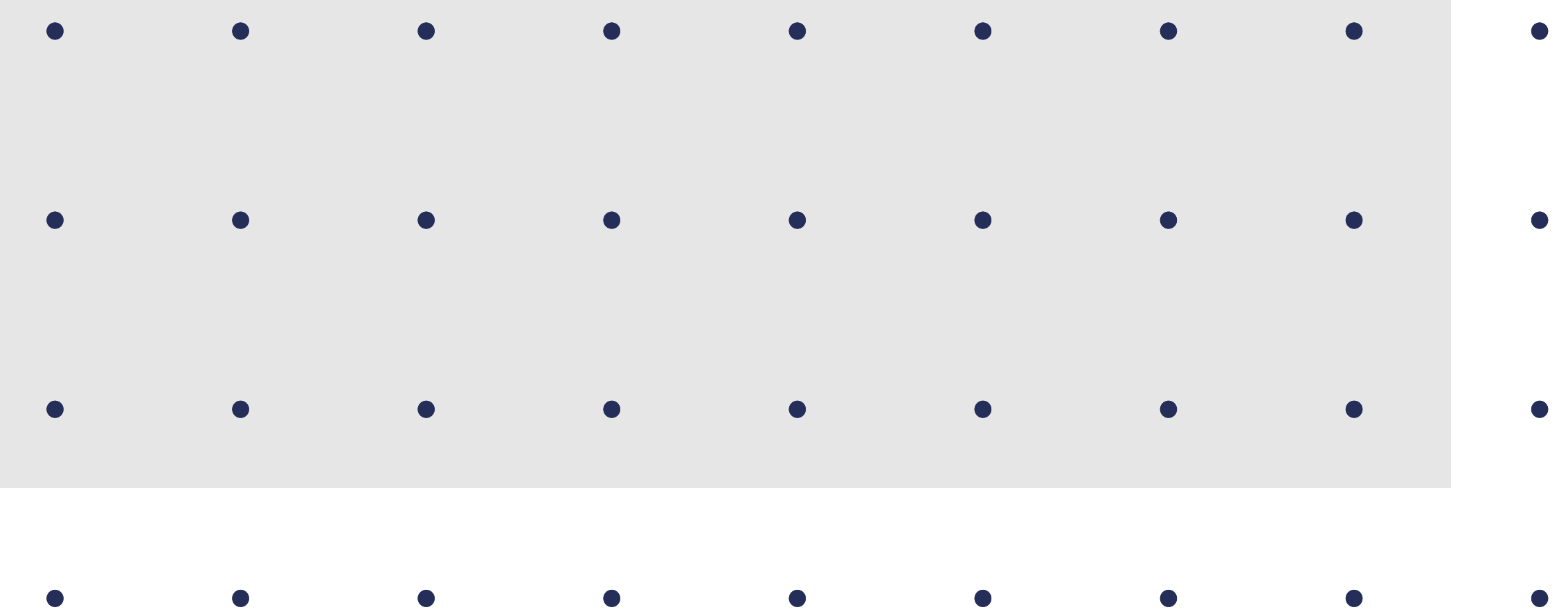
- ↳ Market value: Long-term projections for total cosmetic product sales through 2031.
- ↳ Market structure: Projected percentage shares for 10 product categories and individual sales channels (drugstores, discounters, e-commerce) up to 2031.

## Advanced macroeconomic input

Our forecasts are powered by a detailed analysis of selected macroeconomic indicators, crucial for understanding demand dynamics:

- ↳ GDP: Forecasts for GDP per capita and real GDP growth dynamics.
- ↳ Income and wages: Real growth dynamics of household disposable income and average monthly gross wages.
- ↳ Inflation: CPI (Consumer Price Index) inflation forecasts.
- ↳ Demographics: Number of residents in Poland and the projected shares of specific demographic groups.
- ↳ Labor market: Annual average LFS (Labour Force Survey) unemployment rate.

**The accuracy of forecasts published in PMR Market Experts by Hume's reports is exceptionally high, with a typical error level (MAPE) usually below 3%.**





## Accuracy of forecasts published in the „Cosmetics retail market in Poland” report

To verify forecast accuracy, we calculated the Mean Absolute Percentage Error (MAPE), which measures the average deviation of our forecasts from the actual values.

The forecast error for the **total value of the cosmetics market** in Poland was:

2025 edition	2024 edition
1,2%	1,3%

Forecasts for key channels proved to be equally precise:

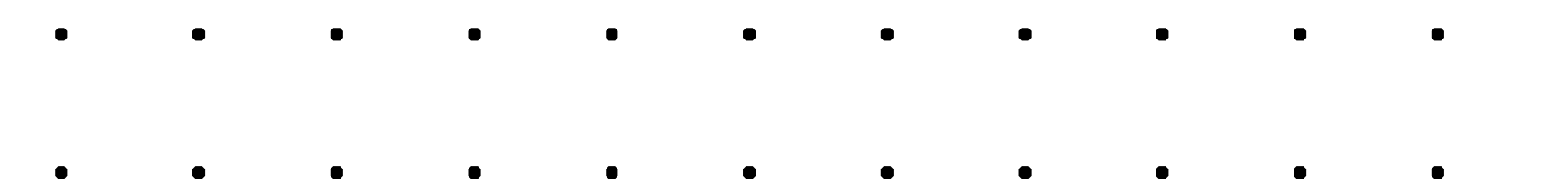
	2025 edition	2024 edition
Brick-and-mortar drugstores and perfumeries	1,7%	1,9%
Grocery discounters	0%	2,0%
Online stores	3,3%	1,3%

This accuracy was also confirmed across the remaining 13 channels analyzed. In the vast majority of these cases, the forecast error did not exceed 3%.

**Median forecast error:**

**0%**

**in the 2025 report  
(vs. 1% in 2024)**



**1** **Comprehensive view of the polish cosmetics market**  
Market value paired with a detailed analysis of 10 product categories and growth forecasts through 2031.

**2** **Access to precise forecasts for 2026-2031**  
The report provides 5-year projections developed using advanced econometric models (including ARIMA, VAR, and multiple regressions).

**3** **Key categories: value, dynamics, and consumer choices**  
Sales value, market shares, and growth dynamics for 10 key product categories: historical data and forecasts through 2031, including basket analysis.

**4** **Insights into consumer behavior and preferences**  
Results of a dedicated study among 1,656 adult Poles, covering shopping habits, loyalty, and consumer preferences.

**5** **Competitor analysis and market shares**  
Ranking of the top 15 beauty retailers in Poland, including revenue data, estimated market shares, and key performance metrics.

**6** **Macroeconomic and demographic market drivers**  
Forecasts for key indicators including CPI inflation, GDP, disposable income, population size, and demographic segments.

**7** **Sales benchmarking opportunities**  
Compare your company's performance against market dynamics and benchmark operational KPIs against sector leaders.

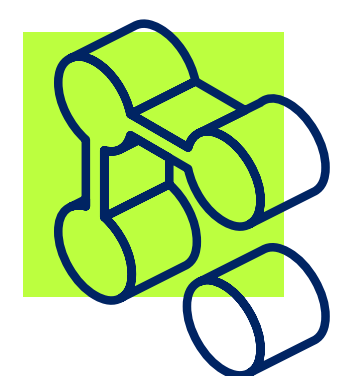
**8** **Strategic and investment decision support**  
The report provides essential analytics for banks and investment funds, supporting valuation processes, territorial expansion planning, and profitability assessments for new projects.

**9** **Additional materials: raw data in Excel**  
Enables independent data aggregation, custom analysis, and the development of internal organizational models.

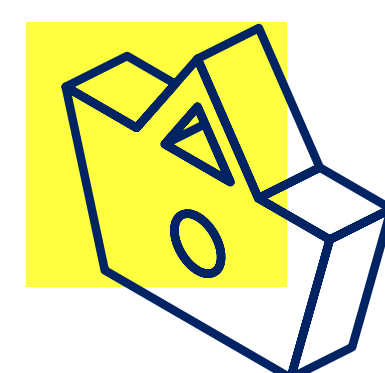
**10** **Proprietary research and expertise**  
Combined data sources (primary and secondary), 20+ years of market experience, and a methodology based on dozens of variables.

## PMR Market Experts is a brand of market reports developed by Hume's Institute.

At **PMR Market Experts**, we have been producing cyclical industry reports for over 20 years. Our core specializations include::



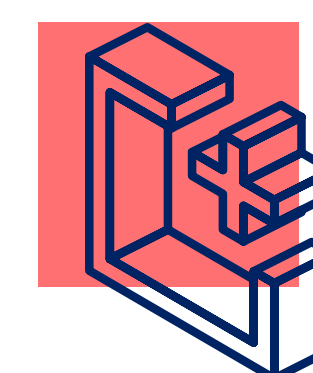
**Digital & ICT**



**Retail**



**Pharma & Healthcare**



**Construction**

Our reports are more than just a collection of facts – they provide reliable knowledge built on proven methodology. By combining primary and secondary data with proprietary algorithms and econometric models, we deliver precise insights into market value, dynamics, segmentation, and key industry players.

We are part of the **Hume's Institute** – a 360-degree research agency specializing in quantitative and qualitative research, market forecasting, and predictive analytics.

The synergy between PMR Market Experts' data verification experience and Hume's Institute's unique insights and verified forecasts provides our clients with actionable knowledge and a competitive edge.

To date, over 600 clients worldwide have trusted our services. We have analyzed more than 5,000 brands across over 50 markets. Our reputation is built on the trust of global leaders – **we cooperate with 70% of the Fortune 500 companies.**

**20+**

years of experience

**600+**

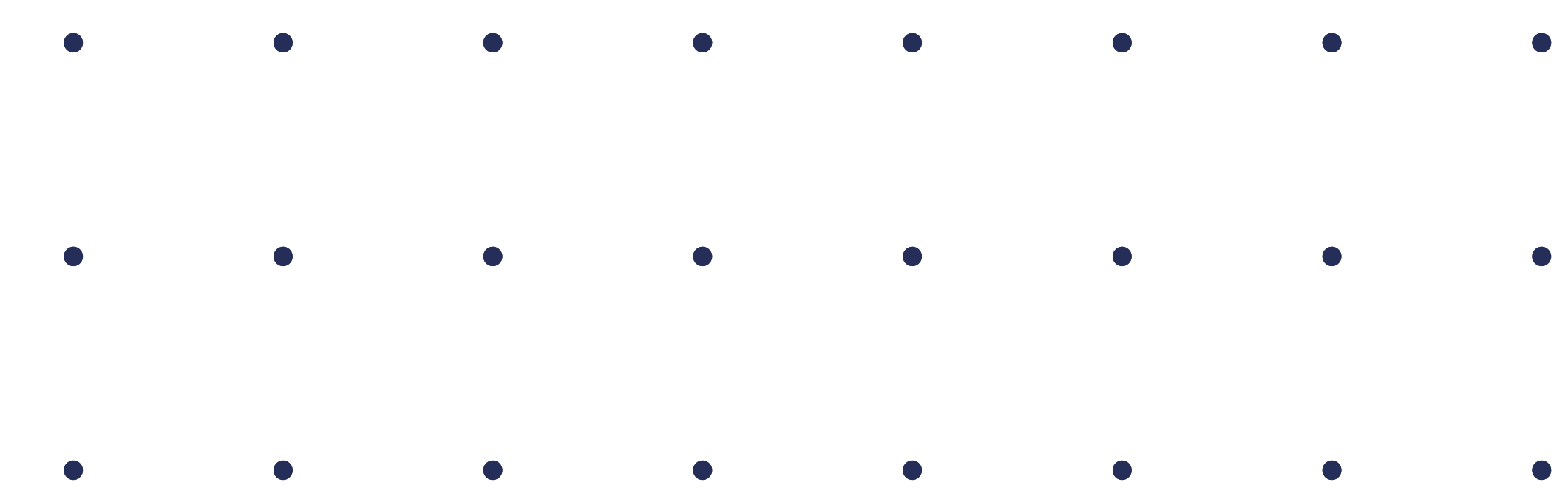
global clients

**5 000+**

brands researched

**50+**

countries analyzed



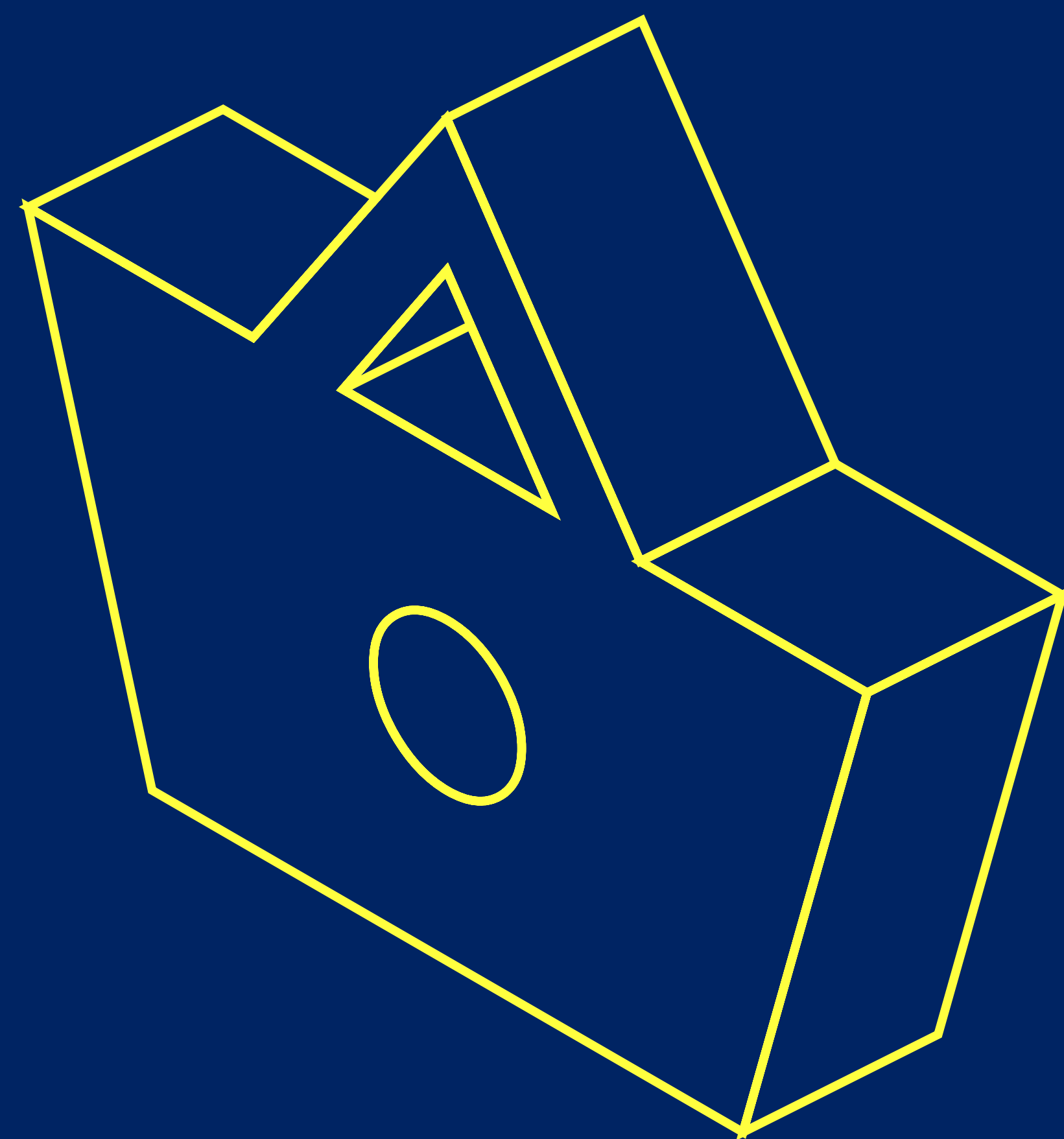
## Trusted by over 600 companies, including:

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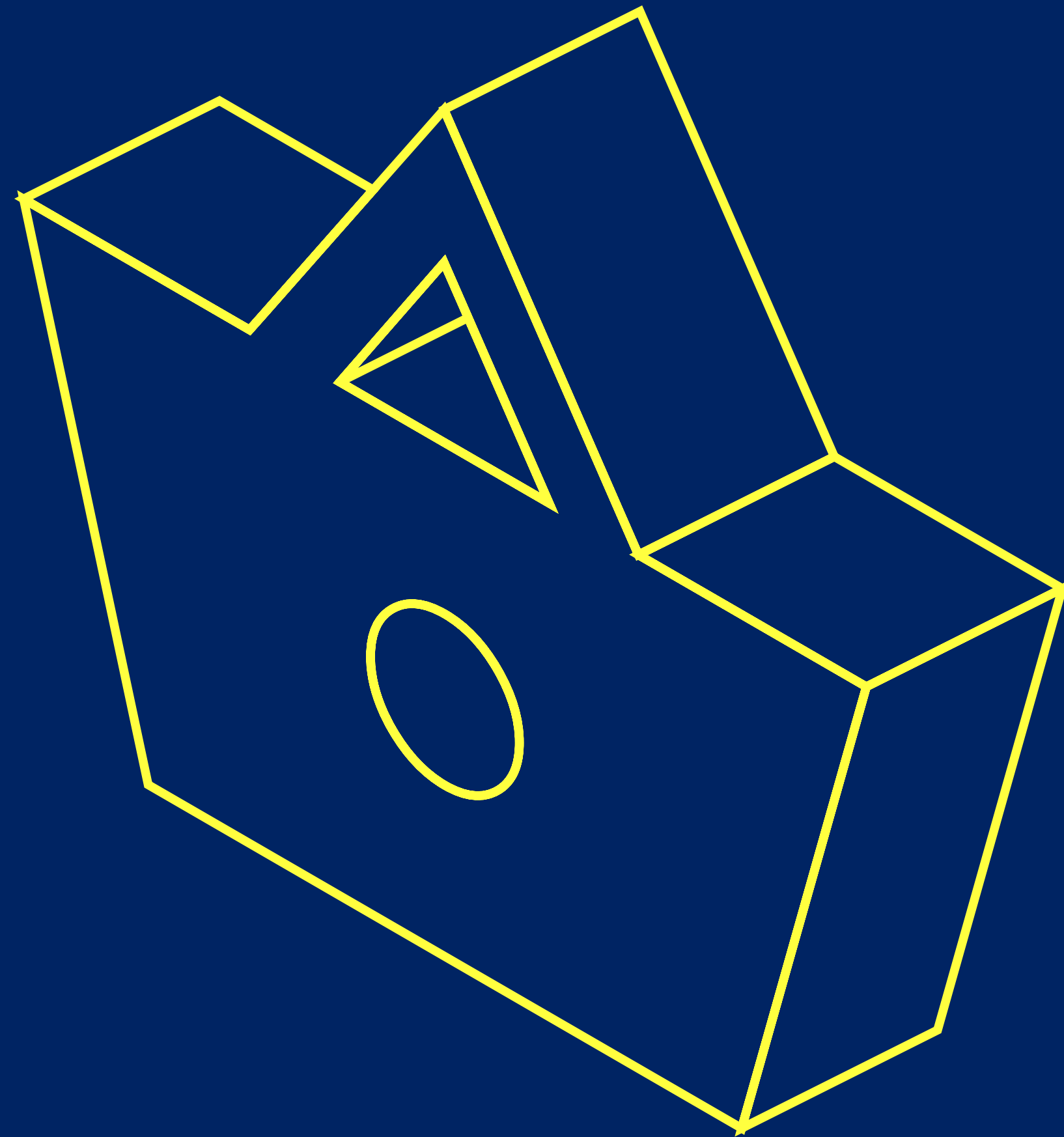
# REPORTS RETAIL 2026

## FMCG

- **Cosmetics** retail market in Poland
- **Grocery** retail market in Poland

## NON-FOOD

- **Clothing and footwear** retail market in Poland
- **Sports goods** retail market in Poland
- **Children's products** retail market in Poland
- **DIY** retail in Poland
- **DIY** retail in Romania
- **Home furnishings** retail market in Poland
- Retail market of **home appliances, electronics and digital media** in Poland
- **Non-food discounters** market in Poland
- **Retail** market in Poland (2025)



# REPORTS RETAIL 2026

## GASTRONOMY

- **HoReCa** market in Poland
  - ↳ additional data update: March, September, December
- **HoReCa supply** market in Poland
- **Food to Go** retail market in Poland
- **Diet catering** market in Poland
- **Diet catering** market in the Czech Republic (2025)

## E-COMMERCE

- **Online** retail market in Poland

## WEEKLY

- **PMR Retail Insight** (Poland, Hungary, Romania, Slovakia, Czech Republic)

# Can't find the answer you need? **We will dive deep into your specific topic and deliver a custom solution!**

At Hume's Institute, we offer customized, in-depth analyses, focusing on research ranging from trend exploration and market future modeling to customer segmentation and innovation testing. We help our clients find answers to their key questions by delivering reliable, fact-based knowledge in both the B2B and B2C sectors.

## WE CAN SUPPORT YOU IN 6 STRATEGIC BUSINESS AREAS:

### Market

Market potential and structure analysis. 5-year forecasts, scenario modeling, and trend identification.

### Customer

Segmentation and decision-making process mapping. Satisfaction surveys and identification of hidden needs.

### Products

Innovation and product concept testing, optimization of product portfolio, pricing, and key decision-making attributes.

### Competition

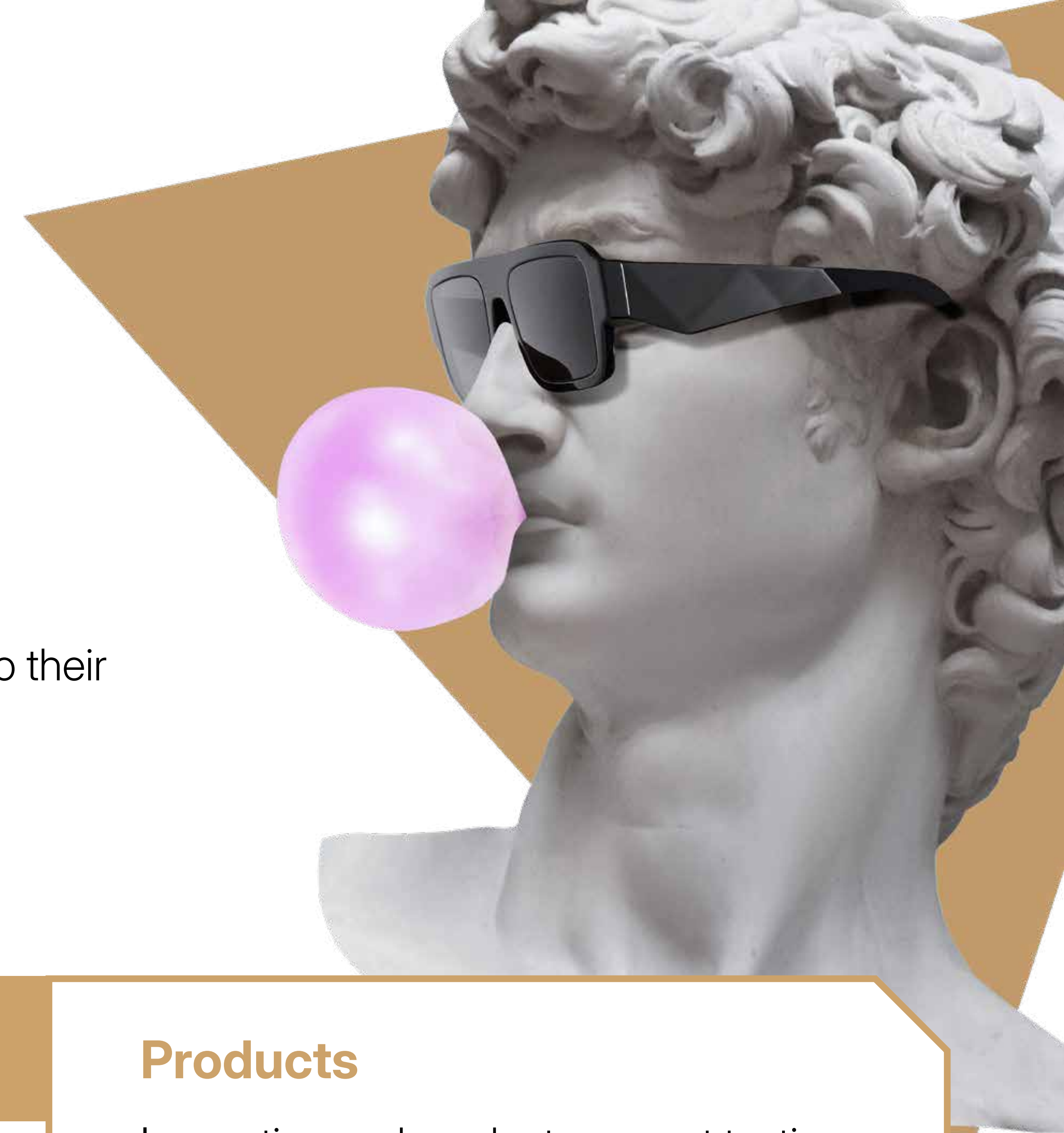
Benchmarking, analysis of key players' strategies, and monitoring of competitors' future actions.

### Distribution

Optimal sales channel analysis and effectiveness. Research into purchasing processes across channels.

### Marketing and Communication

Effectiveness research of campaigns and communication alignment. Brand image and positioning audit.



# Contact



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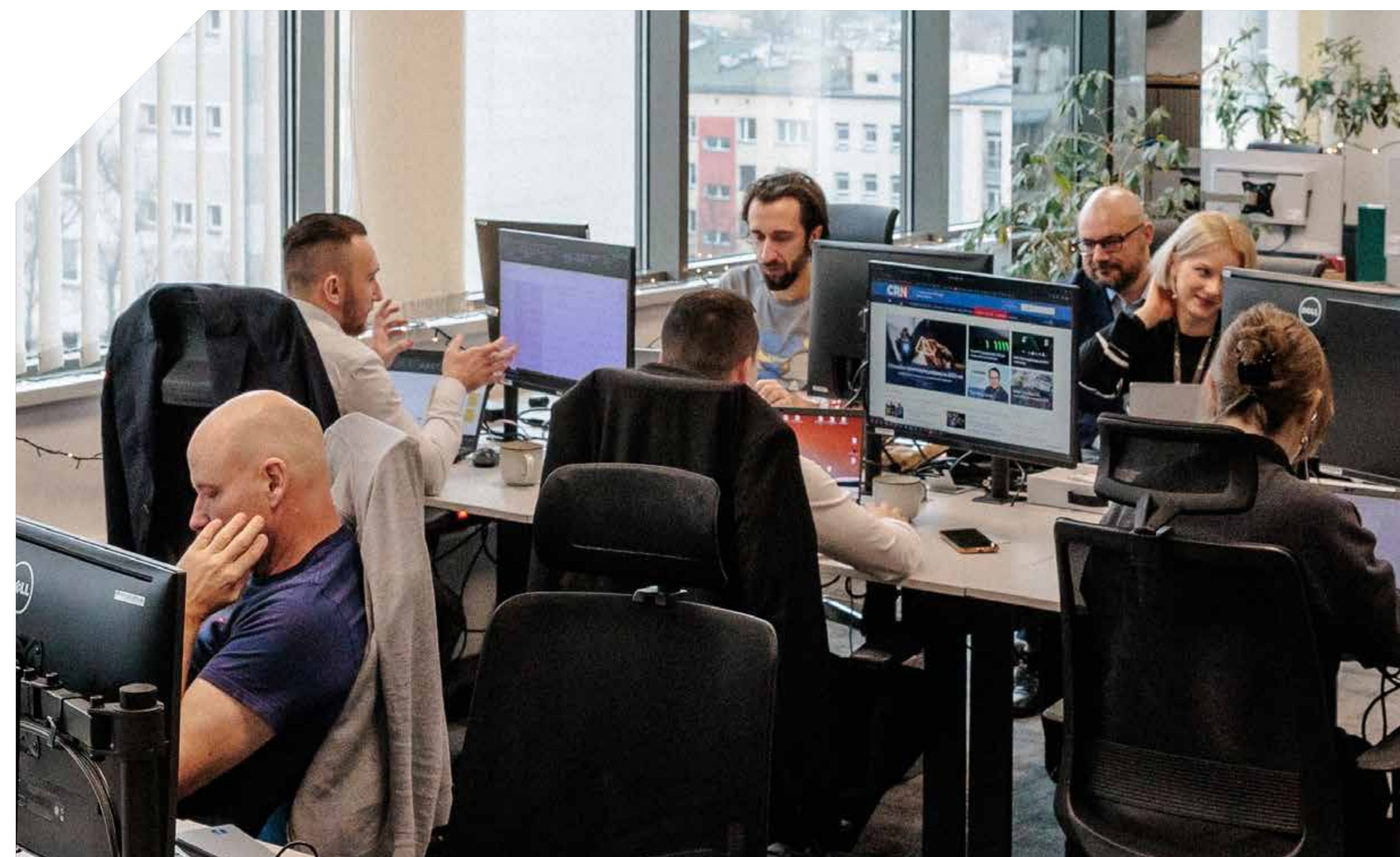
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