



Fragrances in Poland

May 2026

Table of Contents

Fragrances in Poland - Category analysis

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Premium Fragrance Adoption Drives Value Growth Amid Economic Expansion

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Fragrances

INDUSTRY PERFORMANCE

Premium Fragrance Adoption Drives Value Growth Amid Economic Expansion

Chart 2 - Avon Perfect Nonsense Line Introduces Exciting Notes Combination

Rossmann'S Premium Fragrance Range Fuels Upscale Consumer Interest

Chart 3 - Rossmann Introduces Premium and Niche Fragrances

Avon'S Plastic-Free Packaging Exemplifies Sustainability Amid Evolving Consumer Expectations

Chart 4 - Value Sales 2020-2030

Chart 5 - Volume Sales 2020-2030

Chart 6 - Value Sales by Category 2025

WHAT'S NEXT?

Polish Consumers Expected to Embrace New Scents for Growth

Premium Fragrances Anticipated to Lead Value Growth Amid Strong Price Sensitivity

Social Media and Omnichannel Strategies Set to Reshape Consumer Engagement

Chart 7 - What's Next? for Fragrances

Chart 8 - Forecast Value Sales 2020-2030

Chart 9 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Dominant Multinational Companies Strengthen Leadership through Strategic Positioning

Chart 10 - Company Shares 2025

Chart 11 - Brand Shares 2025

CHANNELS

Retail E-Commerce Leads Sales as Digital Discovery Drives Channel Growth

Chart 12 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 13 - Economic Context for Fragrances

Chart 14 - Real Gdp Growth 2020-2030

Chart 15 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 16 - Consumer Context for Fragrances

Chart 17 - Population 2020-2030

Chart 18 - Consumer Expenditure 2020-2030

Chart 19 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Beauty and Personal Care in Poland - Industry Overview

EXECUTIVE SUMMARY

Rising Incomes and Informed Consumers Drive Value Growth and Premiumisation

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 20 - Key Industry Trends for Beauty and Personal Care

INDUSTRY PERFORMANCE

Rising Incomes and Informed Consumers Drive Value Growth and Premiumisation
Skin Intellectualism Gains Traction as Consumers Become More Ingredient-Literate

Chart 21 - Resibo Launches Hybrid Ampoule Treatment for Facial Care

Polish Brands Leverage Lifestyle Trends to Engage Consumers and Boost Growth

Chart 22 - Fluff Launches Cosmetic Blind Boxes at Rossmann

Chart 23 - Value Sales 2020-2030

Chart 24 - Volume Sales 2020-2030

Chart 25 - Value Sales by Category 2025

WHAT'S NEXT?

Consumers Expected to Adopt Ai and Selective Premiumisation to Drive Growth

Skin Care Set to Continue Leading in Value While Premium and Korean Brands Reshape Competition

Brands Anticipated to Expand Advisory Roles and Hybrid Formulations to Enhance Consumer Loyalty in Polarised Market

Chart 26 - What's Next? for Beauty and Personal Care

Chart 27 - Forecast Value Sales 2020-2030

Chart 28 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Manufacturers Maintain Position Amid Intensifying Competition

Chart 29 - Company Shares 2025

Chart 30 - Brand Shares 2025

CHANNELS

Health and Beauty Specialists Lead Physical Retail as Discounters Maintain Share

Innovative Retail Concepts Enhance Consumer Engagement through Personalised Experiences

Retail E-Commerce Expands Rapidly, Driving Discovery and Niche Brand Access

Chart 31 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 32 - Economic Context for Beauty and Personal Care

Chart 33 - Real Gdp Growth 2020-2030

Chart 34 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 35 - Consumer Context for Beauty and Personal Care

Chart 36 - Population 2020-2030

Chart 37 - Consumer Expenditure 2020-2030

Chart 38 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/fragrances-in-poland/report.