



# Hair Care in Poland

May 2026

Table of Contents

## KEY DATA INSIGHTS

### 2025 DEVELOPMENTS

Premium Brands Lead Value Growth as Consumers Trade up

### KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Hair Care

### INDUSTRY PERFORMANCE

Premium Brands Lead Value Growth as Consumers Trade up

Chart 2 - Consumers Apply Skin Care Logic to Their Hair Routines

Salon Professional Hair Care Captures Premium Growth Momentum

Chart 3 - Heiki Heiki Bottles Adopt Visual Cues From Perfume

Consumer Demand for Natural, Functional Formulations Rises

Chart 4 - Value Sales 2020-2030

Chart 5 - Volume Sales 2020-2030

Chart 6 - Value Sales by Category 2025

### WHAT'S NEXT?

Retailers Anticipated to Expand Access to Professional Products, Accelerating Premium Growth

Brands Expected to Leverage Online Platforms as Professional Products Move into Retail

Increasing Consumer Spending Set to Support Premium Innovation and Market Growth

Chart 7 - Forecast Value Sales 2020-2030

Chart 8 - Forecast Value Sales by Category 2025-2030

### COMPETITIVE LANDSCAPE

Leading Manufacturers Strengthen Positions Amid Moderate Market Concentration Shifts

Emerging Polish Brands Leverage Natural Innovation to Capture Premium Segments

Chart 9 - Competitive Landscape for Hair Care

Chart 10 - Company Shares 2025

Chart 11 - Brand Shares 2025

### CHANNELS

Rossmann Experiences Wide Reach as Health and Personal Care Stores Lead Retail Channels

Skin & Beauty by Super-Pharm Innovates with Integrated Consultations and Services

Retail E-Commerce Accelerates Premium Hair Care Growth with Enhanced Consumer Access

Chart 12 - Retail Channels 2020-2025

### ECONOMIC CONTEXT

Chart 13 - Economic Context for Hair Care

Chart 14 - Real Gdp Growth 2020-2030

Chart 15 - Inflation 2020-2030

### CONSUMER CONTEXT

Chart 16 - Consumer Context for Hair Care

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/hair-care-in-poland/report](http://www.euromonitor.com/hair-care-in-poland/report).