

Poland.

# Characteristics of the cosmetic industry

Expo2025.Osaka.Kansai

# Introduction

## Key information



### Market value in Poland and Japan in 2024:

According to forecasts for 2024, the revenue value of cosmetic product sales in Poland (USD 5,676,610 thousand) will be more than eight times lower than in Japan (USD 47,303,210 thousand).



### Market growth dynamics in Poland and Japan:

It is estimated that between 2024 and 2028, the Polish cosmetics market will grow by 16% to USD 6,557,349 thousand, while the Japanese market will grow by 9% to USD 51,499,508 thousand.



### Top market segments in Japan and Poland in 2024:

Facial skincare products, hair care products.



### Japanese consumer trends:

Japanese consumers are seeking innovative, high-quality cosmetic products with natural ingredients, inspired by the country's rich tradition of beauty and skincare rituals.

## Characteristics of the cosmetic industry

In 2024, the global market for cosmetic products is estimated to be worth EUR 646.2 billion, with a stable annual growth rate of 3.33% until 2028 (Statista, 2024). The Japanese market for cosmetic products is the third largest in the world, after the US and China. It is forecast to generate sales revenue of USD 47.3 billion in 2024.

In 2023, 3,000 cosmetics companies were operating in Japan. Notably, despite the decrease in the number of consumers purchasing these goods, as well as the reduction in inbound tourism caused by the COVID-19 pandemic, the Japanese market is still showing stable growth.

The Polish market for cosmetic products, compared to the global market, plays a much more modest role than the Japanese market. It is expected to be worth USD 5.7 billion in 2024, which will account for a 0.88% share of projected global sales revenue. Despite the adverse macroeconomic factors experienced by Polish cosmetics producers in 2023, the market for cosmetic products is growing. Although demand from Polish buyers has declined due to the decrease in real wages, weak consumer sentiment or a more conservative approach to purchasing decisions, there has been a steady increase in exports, with a 39% growth in volume to USD 5.4 billion from 2018 to 2023. At the end of 2023, the manufacture of perfumes and toilet preparations was the business of 1,292 operators. It must be noted that 90% of them were microenterprises, which indicates the high fragmentation of the Polish cosmetics industry.



#### **Polish consumer trends:**

Polish consumers are increasingly attentive to the eco-friendliness of cosmetic products, expecting natural and organic ingredients as well as sustainable solutions. Product safety is also a key factor.



#### **Trade exchange between Poland and Japan in 2023:**

Exports from Poland to Japan fell by 53% — from USD 2,722 thousand in 2022 to USD 1,289 thousand in 2023.  
Imports from Japan to Poland increased by 14% — from USD 7,981 thousand in 2022 to USD 9,111 thousand in 2023.



#### **Trade balance between Poland and Japan:**

The trade balance increased from USD 2,255 thousand in 2019 to USD 7,822 thousand in 2023.



#### **Top export hits from Poland to Japan in 2023:**

Hair care preparations (excluding shampoos, and preparations for permanent waving or straightening); make-up and skincare preparations (other than medicaments); personal deodorants and antiperspirants.



#### **Top export hits from Japan to Poland in 2023:**

Mixtures of fragrance substances; make-up and skincare preparations (other than medicaments); shampoos.

## **Characteristics of the cosmetic industry**

### **Development of the cosmetics industry in Poland**

Beauty and make-up preparations (49% in the cosmetics category); shaving preparations, deodorants (14% in the cosmetics category); and hair preparations (13% in the cosmetics category) accounted for the highest share of global exports of cosmetics from Poland in 2023, data in USD thousand. Exports of cosmetics from Poland grew by almost 40% from 2019 to 2023. The largest increases in 2023 can be seen in categories such as essential oils, mixtures of odoriferous substances, beauty and make-up preparations.

Beauty and make-up preparations (37.5% in the cosmetics category); perfumes and toilet waters (17.3%); and mixtures of odoriferous substances (16.6%) accounted for the highest share of global imports of cosmetics to Poland in 2023, data in USD thousand.

Imports of cosmetics to Poland grew by 38% from 2019 to 2023. The largest increases in 2023 can be seen in categories such as perfumes and toilet waters, beauty and make-up preparations.

Exports of cosmetics from Poland to Japan fell by 60% from 2019 to 2023 from USD 3,194 thousand to USD 1,289 thousand. Hair preparations (43% in the cosmetics category) accounted for the highest share of exports of cosmetics from Poland to Japan in 2023, data in USD thousand. The largest increase in 2023 can be seen in toilet waters and shaving preparations. By contrast, a significant decline in exports can be seen in other categories in the analysed period of 2019–2023.

Imports of cosmetics from Japan to Poland grew by 67% from 2019 to 2023 from USD 5,449 thousand in 2019 to USD 9,111 thousand in 2023. Mixtures of odoriferous substances (72% in the cosmetics category) accounted for the highest share of imports of cosmetics from Japan to Poland in 2023, data in USD thousand. The largest increases in 2023 can be seen in categories such as hair preparations, mixtures of odoriferous substances

Poland's foreign trade balance for the general category of cosmetics (category 33), data in USD thousand, is positive throughout the analysed period of 2019–2023. In 2023, it grew by 30% compared to the previous year. Exports from Poland to Japan fell by 53% from USD 2,722 thousand in 2022 to USD 1,289 thousand in 2023. In the analysed period of 2022–2023, imports from Japan to Poland grew by 14% from USD 7,981 thousand in 2022 to USD 9,111 thousand in 2023.

In 2023, the trade balance between Poland and Japan grew from USD 2,255 thousand in 2019 to USD 7,822

---

#### **An average Pole will spend on cosmetic products in 2024**

---

Preparations for use on the hair (excluding shampoos, preparations for permanent waving or straightening)

---

Make-up preparations and preparations for the care of the skin (other than medicaments)

---

Personal deodorants and antiperspirants

---



---

#### **Top products from the category of cosmetics exported from Japan to the Polish market in 2023 are:**

---

Mixtures of odoriferous substances

---

Make-up preparations and preparations for the care of the skin (other than medicaments)

---

Shampoos

---



thousand in 2023.

### Development of the cosmetics industry in Japan

Beauty preparations (77% in the cosmetics category) and hair preparations (10% in the cosmetics category) accounted for the highest share of global exports of cosmetics from Japan in 2023, data in USD thousand. Exports of cosmetics from Japan fell by 17% from 2019 to 2023. The largest declines in exports in 2023 can be seen in categories such as perfumes and toilet waters, shaving preparations, deodorants.

Beauty and make-up preparations (43.6% in the cosmetics category); hair preparations (11.6%); and mixtures of odoriferous substances (10.3%) accounted for the highest share of global imports of cosmetics to Japan in 2023, data in USD thousand. Global imports of cosmetics into Japan increased by an average of 1% from 2019 to 2023. The largest increase in 2023 can be seen in perfumes and toilet waters (11%). By contrast, categories such as essential oils, hair preparations

and mixtures of odoriferous substances show a decline in imports in the analysed period of 2019–2023.

Imports of cosmetics from Japan to Poland grew by 67% from 2019 to 2023 from USD 5,449 thousand in 2019 to USD 9,111 thousand in 2023. Mixtures of odoriferous substances (72% in the cosmetics category) accounted for the highest share of imports of cosmetics from Japan to Poland in 2023, data in USD thousand. The largest increases in 2023 can be seen in categories such as hair preparations, and mixtures of odoriferous substances.

Poland's foreign trade balance for the general category of cosmetics (category 33), data in USD thousand, is positive throughout the analysed period of 2019–2023. In 2023, it grew by 30% compared to the previous year.

Japan's foreign trade balance for the general category of cosmetics is positive throughout the analysed period of 2019–2023. In 2023, it fell by 60% compared to the previous year.





Value of the cosmetic  
products market in  
Poland in 2024

USD

**5.7**  
BILLION

Value of the cosmetic  
products market in  
Japan in 2024

USD

**47.3**  
BILLION

## Development trends in the cosmetics industry and the potential for the expansion of Poland-Japan relations

Both the Polish and Japanese markets for cosmetic products are steadily expanding. The cosmetics market in Poland will be worth USD 5.7 billion in 2024. It is estimated that by 2028, the revenue from this area will see an average acceleration in growth rate to 3.08% per year, and by the end of the period it is expected to be worth USD 6.6 billion. According to forecasts, the most rapidly growing segment is make-up cosmetics, whose sales value in 2028 (USD 0.8 billion) is expected to be as much as 51% higher than that recorded in 2022 (USD 0.5 billion). The most popular segment is personal care products, which include hair care, shower and bath preparations, oral hygiene products, deodorants, and shaving products. Its market share is 48.8%, and sales in 2024 in Poland are estimated at USD 2.75 billion.

In turn, forecasts show that the value of the cosmetic products market in Japan in 2024 will be USD 47.3 billion, which is over eight times that of Poland. The country's sales are estimated to reach USD 51.1 billion in 2028, with an average annual growth rate of up to 2.41%. Japan is the third largest market for the cosmetics industry in the world. In 2023, its sales figure (USD 46.14 billion) represented 7.33% of the worldwide value. Whereas, similar to Poland, the personal care products segment is expected to have a significant market share of 32.9% (USD 15.58 billion) this year, the skin care products segment, i.e. face and body care preparations, sun protection, children's products, and natural skin care preparations, has the highest value (47.16%, USD 22.31 billion). A remarkably large share of the cosmetic products market is taken by face care preparations (face creams and scrubs, eye creams and lip balms). Sales revenue for this product category in Japan will reach USD 17.99 billion, i.e. 38% of the value of the market, in 2024. Japan is the world leader here and is estimated to retain this position until 2028, when sales will reach USD 20 billion.



In the case of personal care products, there is a growing demand both in Poland and Japan for organic preparations with natural ingredients. These preferences become more evident among Polish consumers, who are increasingly looking for sustainable and eco-friendly solutions. The Japanese, in turn, expect high product quality and innovativeness, as well as references to their culture and local skin care rituals.

The skin care cosmetics segment in Poland is also demonstrating a growing demand for natural and organic preparations. At the same time, emphasis is placed on purity, safety of product ingredients, and sustainable production of cosmetics. There is also a growing awareness among Poles of the risk of skin cancer, which contributes to the forecast of stable growth in sales of the sun protection products category. Japan shows a strong commitment to its extensive tradition of beauty care, which results in the ability to use preparations in a multi-step skin care ritual being prioritised. The Japanese are also looking for this type of solutions when it comes

to make-up products. The cosmetics in this segment are supposed to enable consumers to express their commitment to culture and tradition, and to stand out for their high quality and innovation. Among Poles, there is a trend to look for cosmetics with natural ingredients that allow them to emphasise their individual and unique identity (eye make-up products), or that originate from the home market (lip make-up products).

For the perfume segment, in both countries there is a demand for national brands that include local, organic ingredients in their formulas. In the case of the Beauty-Tech segment, in turn, consumers are looking for new innovative offerings. Beauty-Tech is defined here as the area of development and implementation of digital tools and devices that improve the beauty-related experience, enhance the effects of beauty treatments, and provide personalised solutions. In Poland, there has been a turn towards virtual make-up fitting rooms, while in Japan, artificial intelligence-assisted beauty smartphone apps and state-of-the-art personal care devices are becoming popular.



The value of the market in Poland and Japan is expected to grow steadily. An average Pole will spend USD 142.1 on cosmetic products in 2024, while an average Japanese will spend more than two and a half times as much, i.e. USD 386. Poles still shop primarily at brick-and-mortar locations, although the importance of online distribution channels is growing. In 2018, 11.6% of revenue was generated through online sales, and by 2024 this figure will increase significantly: to as much as 20.9%. It is predicted that in 2026, 23.5% of revenue from sales of cosmetic products will come from online transactions. In Japan, the popularity of online sales is comparable and is expected to account for 20.7%, i.e. USD 9.79 billion this year. The significant increase in the worldwide uptake of e-commerce was driven by the restrictions related to the global COVID-19 pandemic, which had a significant impact on the ability to purchase goods through traditional distribution channels.

One element that is common to the Polish and Japanese markets for cosmetic products is the shift towards organic preparations with natural ingredients. While this trend is currently under significant development in Poland, it has become well established in Japan by

now, and Japanese consumers are also becoming more interested in innovative and sustainable solutions.

Two categories (top market products) are expected to account for the largest share in sales revenue in 2024 for both countries. The first is face care preparations (skin care cosmetics segment), with an estimated share in the total value of this market of 38.03% (USD 17.99 billion) in Japan and 17.14% (USD 0.97 billion) in Poland. The other is hair preparations (personal care cosmetics segment): Japan – 15.64% (USD 7.4 billion); Poland – 16.96% (USD 0.96 billion). Also, it is worth noting that Japanese consumers are loyal to products and brands from domestic manufacturers and have a strong preference for purchasing goods that fit into their cultural framework. By contrast, Polish buyers are not strongly attached to domestic suppliers of cosmetic products. Therefore, the receptiveness of the Polish market to Japanese cosmetics may be greater than the receptiveness of the Japanese market to cosmetics from Poland.

---

An average Pole will spend  
on cosmetic products in 2024

---

USD **142.1**

---

An average Japanese will spend  
on cosmetic products in 2024

---

USD **386**

---





# Catalogue of Polish cosmetics companies that are present in or have the potential to enter the Japanese market

Polish cosmetics companies: companies that are globally known (according to Forbes survey results), companies owning cosmetic product brands that have the highest quality rating (according to Forbes survey results), cosmetics companies that are active at international and national cosmetics fairs and presentations, featured on the Świat Przemysłu Kosmetycznego [World of the Cosmetics Industry] portal

No.	Company	Production structure	Exports – geographical destinations	Branch offices abroad /Other forms of foreign market presence
1	<b>Global Cosmed</b> Global Cosmed – as of 1 March 2024, renamed to Dr. Miele Cosmed Group Poland, Radom Germany, Stadtilm	Dr. Miele Cosmed Group (formerly: Global Cosmed) is a manufacturer of cosmetics and household chemicals. The company's main factories are located in Poland and Germany. The factory in Radom – cosmetics, factories in Jawor and German Stadtilm – household chemicals. The company owns cosmetics brands such as i.a. Bobini Baby, Bobini Kids, Apart, Biophen (Global Cosmed 2). The company produces cleansing and care cosmetics, wet wipes, shower gels, liquid soaps, including those composed of 99% naturally derived ingredients.	Expansion into foreign markets: to double the number of export markets within three years – 60 markets within three years	In 2005, the distribution companies Global Cosmed Group GmbH and Global Cosmed GmbH were founded in Hamburg (Germany)
2	<b>Ziaja</b> Ziaja Ltd Zakład Produkcji Leków Sp. z o.o.	The product range of Ziaja includes ca. 1,200 skin care products and pharmaceuticals. It covers face, body, hair and oral care preparations. Gels, lotions, deodorants, face creams and milks are produced (Ziaja 2). Ziaja comes first in the ranking of the best Polish brands.	Ziaja is available in more than 30 European countries. The largest markets for Ziaja cosmetics abroad are currently: Spain, the Czech Republic and Croatia.	200 shops in Poland and abroad. The products are distributed abroad by large retail chains, drugstores and pharmacies.
3	<b>Eveline Cosmetics</b> SA, Sp.k. Poland, Lesznowola, Mazowieckie voivodeship	The company produces a wide range of personal care products, including hair care, hand and foot care cosmetics, eye make-up products. The brand's make-up products are awarded in major local popularity contests every year. Lines with bioactive gold, snail secretion filtrate, micellar lotions, foundations, mascaras, nail conditioners, eyelash conditioners, and the Slim Extreme firming and anti-cellulite body line are offered. The company produces antibacterial lotions and gels. The Eveline Cosmetics brand has been awarded the Cruelty-Free Cosmetics Association certificate. Eveline was ranked third among the best Polish cosmetic brands by Forbes in 2021 and second in 2023.	The Eveline brand is present on all continents in more than 90 countries and is planning further expansion. Eveline cosmetics are available in France, Spain, Germany, Russia, Ukraine, Kazakhstan, Hong Kong, Bulgaria, Portugal, the Netherlands, Croatia, Kuwait, Saudi Arabia, Morocco, Egypt as well as in Mauritius, Singapore and Finland.	"The whole range of Eveline Cosmetics products can be purchased without leaving home. At the end of April this year, the company opened an online shop.

4	<b>OCEANIC</b> Sp. z o.o. Poland, Sopot	<p>Oceanic's cosmetics are manufactured at its production plant in Trąbkki Małe (Pomorskie Region). They are formulated i.a. for people with sensitive and allergy-prone skin.</p> <p>The AA Wings of Color brand is the first full range of make-up products for people with sensitive and allergy-prone skin. The range of products offered by OCEANIC includes about 1,000 items: AA Cosmetics mass market cosmetics, and Oillan and AA Therapy dermocosmetics. OCEANIC holds 7 quality certifications, including GMP certification. Among the best Polish cosmetic brands, the AA brand ranks fifth among the 13 Polish brands evaluated.</p>	<p>OCEANIC is present in more than 30 countries worldwide. The company is particularly strong in Belarus, Lithuania, Ukraine and Hungary. Cosmetics and dermocosmetics of the OCEANIC brands are also available in the USA, South Korea and Western Europe. The key growth directions for the coming years will be Europe, North Africa, the Middle East and the Far East.</p>	<p>OCEANIC cosmetics are adapted to the local regulatory, cultural and social requirements and customer preferences in the respective markets. The company cooperates with local distributors.</p>
5	<b>Orkla Care</b> S.A. Poland, Warsaw	<p>The fifth place in the list of the 10 largest Polish cosmetics companies is held by Orkla Care. It is a holding of brands such as Bio-Oil (skin care, universal face and body oil), Perspirex (antiperspirant), Jordan (oral hygiene). For a long time the group had also included Soraya and Dermika, but in 2020 Orkla Care sold the lines to Bielenda. Orkla Care's portfolio currently focuses on products in the Health, Home &amp; Personal Care and Wound Care categories.</p>	<p>Orkla is one of Norway's oldest business concerns (Orkla 3). Orkla is a leading supplier of brands for the food, specialty, pharmacy, bakery and food service trade. The brand's global operations include business areas in a range of countries, i.e. Orkla Foods, Orkla Confectionery &amp; Snacks, Orkla Care and Orkla Food Ingredients. Currently operating in Denmark, Norway, Sweden, Finland, Poland, Lithuania, Latvia and Estonia, Orkla Care S.A. is the leader in private label distribution. In Poland, the company is in charge of the promotion, sales and distribution of both own brands and products of renowned companies.</p>	<p>Orkla Care S.A. cooperates with some of the world's biggest brands.</p>
6	<b>Cosmo Group</b> Sp. z o.o. Sp. k. Poland, Poznań	<p>Cosmo is an international company in the beauty industry. It is a family-run, international company with Polish capital, which has become a leader in the nail design sector of the beauty industry.</p> <p>Sales leader in the hybrid nail polish category. It owns the NEONAIL, NEONAIL Expert, MYLAQ and NEO MAKE UP brands. It also offers hand, foot and eye care products.</p>	<p>The company exports its products to 40 countries.</p>	<p>Online shops: Spain, Italy, Germany.</p>



7

**Dr Irena Eris** S.A.  
Poland, Piaseczno,  
Mazowieckie  
voivodeship

Dr Irena Eris S.A.'s portfolio is based on the production of cosmetics and the operation of a network of cosmetic institutes and five-star spa hotels. The company develops cosmetic products at its production facility in Piaseczno. Its cosmetic formulas enjoy continued appreciation from a customer base around the world. The company's range includes facial care cosmetics – i.a. serums, eye creams, make-up removal and cleansing, masks, day and night face creams, neck and décolletage care, body care cosmetics, breast care, hand and foot care, make-up cosmetics – face: foundations, powders, eyes: mascaras, pencils, lips: lip glosses. It also offers dermocosmetics including medical devices, cosmetics and spa medications. As the only cosmetic brand without French origins, Dr Irena Eris has been a member of the prestigious Comité Colbert – the club of Europe's most luxurious brands – since 2012. The company owns the Dr Irena Eris Centre for Science and Research. The company offers its products under the following brands: products branded Dr Irena Eris; products branded Pharmaceris; products branded Emotopic; products branded Lirene; and products branded Under Twenty.

The products of Dr Irena Eris S.A. are sold in 74 countries worldwide. It is anticipated that the company's business will grow in foreign markets where the company is selling its products in the USA and Canada. The company plans to purchase cosmetic brands in Europe, to achieve a stable and sustainable position in key international markets (EU, USA and MENA – countries of the Middle East and North Africa).

Cosmetics produced by the Company are sold in drugstores, pharmacies, perfumeries, beauty salons, supermarkets and online shops in more than 70 countries worldwide.

8

**Bielenda Kosmetyki Naturalne** S.A.  
(formerly: Bielenda Kosmetyki Naturalne Sp. z o.o.)  
Poland, Kraków

Bielenda Kosmetyki Naturalne is a Polish cosmetics company. Its range includes over 400 cosmetic products with natural ingredients. The company produces natural face, body and hair care and make-up cosmetics. The Bielenda Group includes such brands as Bielenda, Bielenda Professional, BodyBoom, FaceBoom and BabyBoom, Bielenda Professional Supremelab, Soraya and Dermika, as well as SheHand, SheFoot and ManFoot and SheCare and SkinArté.

All cosmetics are made at the company's headquarters in Kraków. BIELEND A holds quality certificates ISO 9001:2015 and ISO 14001:2015 (International Environmental Management Standard – minimising the impact of the company's activities on the environment) and a GMP certificate.

Bielenda brand cosmetics are available in more than 55 countries worldwide. Bielenda distributes its products to France, Romania, Spain, Greece, Estonia, Latvia, Lithuania, the Netherlands, Sweden, the UK, Germany, Portugal, the United Arab Emirates and Cyprus, among others. For years now, Bielenda has been available in South Korea, where it holds an important position in the make-up remover segment. It is expanding its sales i.a. in Singapore, Hong Kong and Japan.

Online sales of Bielenda products in the Netherlands. The international logistics company Rohlig Suus Logistic provides distribution services, delivering Bielenda cosmetics to Western European markets. It delivers cosmetics to final customers in Poland and to customers operating in foreign markets.

9	<b>Dramers</b> S.A. Poland, Rabowice, Wielkopolskie voivodeship	<p>Dramers is a manufacturer in the cosmetics and household chemicals industry. In addition to manufacturing products under its own brands, the company focuses on contract manufacturing. In the cosmetic chemicals industry, it specialises in the development of perfumes, skincare and hair styling products. The lines owned by Dramers include the brands: Jean Marc, Professional STYLE, 4 Seasons and LOOK EXPERT, Concertino. The 4 Seasons brand includes hair sprays and mousse, the LOOK EXPERT brand – hair shampoo and conditioner, and the Professional STYLE brand – hair care products as well. The widest range of products is manufactured and marketed under the JEAN MARC brand and includes body sprays, aftershaves, a variety of toilet waters, perfumed waters, gift sets, and shower gels. Dramers also produces nail polish removers and body sprays under the Concertino brand.</p> <p>The presentation of Dramers' operating principles pointed to the use of the principles of Kaizen philosophy, a Japanese concept of management practice and art.</p>	Dramers distributes its products to 58 countries
10	<b>Torf Corporation</b> Sp. z o.o. Poland, Kąty Wrocławskie, Dolnośląskie voivodeship	<p>Torf Corporation Sp. z o.o. offers face and body care cosmetics and oral care products under its own and its customers' brands. It has more than 700 active finished goods references in its portfolio. The company uses the beneficial effects of peat in cosmetic products. In the production of cosmetics, the company uses an extract obtained from peat containing valuable micro- and macroelements called tołpa® peat.</p> <p>This extract has wide-ranging beneficial effects on the skin: it protects and moisturises, regenerates, boosts resilience, inhibits the growth of bacteria and has an antioxidant effect.</p> <p>Torf Corporation is in charge of the Tołpa brand (based on peat extract added to the company's cosmetics) and the production of private labels. It owns the ON brand of toothpaste and the dencia by tołpa® brand of mouthwash. The company produces serums and concentrates, day and night creams, eye creams, toothpastes, lip balms, sunscreens, lotions and emulsions, oils, washing foams and gels.</p>	The company's cosmetics can be found in 25 foreign markets.

11	<b>Inglot</b> Sp. z o.o. Poland, Przemyśl	INGLOT is a Polish leader in the make-up cosmetics industry. Inglot's portfolio includes more than 2,500 products. The company produces the highest quality beauty enhancing cosmetics. Inglot has created and manufactures hybrid nail polishes, mascaras, eye shadows, eye gels and foundations, among others. Inglot is a cruelty-free brand (listed by PETA – People for Ethical Treatment of Animals). The company holds a Halal certificate (a document confirming the product's compliance with Islamic principles). 95% of INGLOT's products are created in laboratories and production facilities located in Przemyśl.	Polish cosmetics company with a global reach: 90 countries (Europe, Asia, North America, South America, Africa, Australia), 950 locations. It boasts a dominant position in the domestic cosmetics markets in Malaysia, Azerbaijan and Ireland.	Outside Poland, the company operates as INGLOT Cosmetics. Diverse sales channels, availability in many online platforms and marketplaces.
12	<b>Delia Cosmetics</b> Sp. z o.o. Poland, Rzgów, Łódzkie voivodeship Polish capital	Delia Cosmetics – manufacturer of hair, body and make-up cosmetics. Manufacturer of eyebrow and eyelash tint; body, face, hand, foot care cosmetics; make-up removers. Manufacturer of make-up products for face, lips, eyes, nail polishes and conditioners, nail polish removers. Manufacturer of hair care, styling, colouring and bleaching products. Delia also produces a wide range of cosmetics for men. Delia Cosmetics owns two brands – Delia and Cameleo. The company has become increasingly focused on producing vegan cosmetics with natural, certified ingredients.	In 2021, Delia Cosmetics entered new foreign markets: Ecuador, Chile, Uzbekistan, Bahrain, Oman and Nepal. In total, Delia Cosmetics ships its products to more than 90 markets located on five continents. Delia exports its cosmetics primarily to EU countries, but also to South America and South-East Asia.	The brand is attractive to the distributors in foreign markets especially due to the quality, wide range and sales support offered.
13	<b>Krystyna Janda</b> Sp. z o.o. Poland, Warsaw	Janda is a cosmetics brand named after one of Poland's most prominent theatre and film actresses, Krystyna Janda. The Krystyna Janda company produces cosmetics for mature women. The first products of the Siła Nici Kosmetycznych line were released for distribution in the mass market in September 2015 with a huge success. The company produces body lotions, make-up removers, cosmetics for men, face creams and night creams for various age groups, day and night creams, eye creams, foundations, masks, serums (for various purposes).	The company works on the availability of Janda products in foreign markets. The possibility of launching Janda products in the US, Australia, and the UK is investigated.	



<b>14</b> <b>Laboratorium Kosmetyków Naturalnych FARMONA</b> Sp. z o.o. Poland, Kraków	<p>Farmona produces hair, body, and face care cosmetics. The Company's offer currently includes more than 500 products of many brands (including Farmona, Farmona Professional), addressed both to individual clients and professional customers: beauty parlours, massage parlours and spas. The cosmetics are based on natural active ingredients. Laboratorium Kosmetyków Naturalnych Farmona follows the principle of sustainable development in its production: the company uses ingredients from renewable sources, and applies ecological production procedures, drawing on the latest technological discoveries. Farmona is certified for Good Manufacturing Practice (GMP) of cosmetics, ISO 22716:2007 certified, ISO 9001:2008 certified. It holds ISO 14001:2004 certification, confirming the implementation of an Environmental Management System.</p>	<p>Laboratorium Kosmetyków Naturalnych Farmona exports its cosmetics to 60 countries worldwide. The main export destination is European countries. Other export destinations include countries in the Middle East (UAE, Saudi Arabia), Asian countries (Vietnam, Taiwan), as well as the USA and Canada.</p>	<p>Farmona regularly participates in Cosmoprof Bologna, the international cosmetics fair in Bologna. Farmona is involved in exports in the European Community markets through intra-EU supply of goods.</p>
<b>15</b> <b>Stara Mydlarnia Natural Cosmetics</b> SP. Z O.O. Poland, Warsaw	<p>Stara Mydlarnia is a large family-run company producing natural face, body and hair cosmetics, men's cosmetics, and accessories. A major part of the company's business is the production of fully hand-made block soaps, as well as bath muffins, creamers and balls – 'hand made by Stara Mydlarnia.' It also offers aromatherapy products with ingredients that are mostly of natural origin. Face care products include creams, tonics, oils, gels; lip care products include scrubs, protection and scrub lipsticks; SPF (Sun Protection Factor) creams are also produced. Body care products include gels, oils, caviars (concentrates of naturally derived substances), hand care, foot care, and massage preparations. Hair care products include shampoos, hair oiling conditioners.</p>	<p>Middle East markets: UAE. It is planned to develop exports rapidly (2019). The brand is expanding its distribution network abroad – in markets such as Japan, the US, Australia.</p>	<p>In 2010, STARA MYDLARNIA began developing a network of franchise shops. Today, it comprises several dozen of own and franchise shops; successful exports; several prestigious cosmetics awards; customer recognition at home and abroad.</p>
<b>16</b> <b>Laboratorium Kosmetyczne AVA</b> Poland, Całowanie, Mazowieckie Voivodeship	<p>Founded in 1961, Laboratorium Kosmetyczne AVA offers a wide range of ecological products, dermocosmetics and traditional professional products for beauty parlours. It was the first Polish company to receive a licence to produce organic cosmetics from the French ECOCERT certification body. It has three certified lines in its offer: Eco Linea, Eco Garden, Aloe Organic. AVA's production includes: organic and biocosmetic lines (e.g. creams with vegetable extracts), anti-wrinkle care lines (e.g. cream with bio-collagen formula), dermocosmetics (foams, scrubs), body care line (e.g. breast shaping serum), cosmetic lines for men, make-up removers.</p>	<p>The share of exports in AVA's total sales is increasing significantly from year to year. Ava cosmetics are available in 36 countries, including Japan.</p>	<p>AVA participates in EU programmes that subsidise foreign trade fairs and missions, some of them in very remote parts of the world. Regular participation in such activities has helped to promote the AVA brand in Europe, Asia, including Arab countries, and North America. A key attraction for foreign customers selecting AVA is ECOCERT-certified organic cosmetics.</p>

<b>17</b> <b>Allvernum</b> Sp. z o.o. Poland, Skawina, Małopolskie voivodeship	<p>Polish cosmetics manufacturer. Polish capital. It has operated since 2013, initially under the name Allverne; since 2018 the company has been renamed to Allvernum Sp. z o.o. The brand's portfolio includes five main cosmetic lines: Allverne Science&amp;Nature – hypoallergenic face creams, Allverne Home&amp;Essences – a series of scented candles and diffusers, perfumed waters for women, Vitea – intimate hygiene cosmetics, and Allverne Nature's Essences. The company offers micellar facial cleansers with hypoallergenic formulas. In the 2022 edition of the LOVE COSMETICS AWARDS, the jury awarded the Green Herbs collection of perfumed waters. In previous years, the company also received prizes in competitions organised by institutions associated with the cosmetics industry. Allvernum cosmetics are certified by the European Commission Cosmetic Product Notification Portal (CPNP).</p>	<p>The company participated in the Polish Technology Bridges project funded by the European Regional Development Fund from 2018 to 2023. Participation in the project enabled the company to develop a strategy to market its cosmetics in Canada, Kazakhstan, the United Arab Emirates, and Taiwan, and to begin export sales.</p>
<b>18</b> <b>Pollena Kosmetyki i Mydła Naturalne</b> Sp. z o.o. Pollena Ostrzeszów Poland, Ostrzeszów, Wielkopolskie Voivodeship	<p>Pollena Ostrzeszów is a manufacturer of hygiene and cleaning products. The product range includes soaps, shower gels, lotions, facial cleansers, baby and child care and cleansing products, as well as detergents for laundry, dishwashing, household cleaning, washing-up liquids and stain removers. The company owns the Biały Jeleń brand (hypoallergenic products), which is one of the most recognisable cosmetics brands in Poland. It also owns the Dzidzius brand of baby products (shampoos, gels, soaps). Pollena is GMP-certified by the Noble Cert Test &amp; Certification Institute.</p>	<p>Pollena Ostrzeszów "enjoys the recognition and loyalty of its customers not only in the domestic market, but also abroad".</p>
<b>19</b> <b>YOPE</b> Sp. z o.o. Polska, Warszawa	<p>YOPE conceptually develops and markets natural cosmetics and cleaning products. In the early days, the company based its product range on soaps to later expand its portfolio to include gels, lotions, hand creams and products for children and the home. By 2024, the company offered customers a wide range of hair, face and body care products. YOPE, seeks its competitive advantages in offering products with complex fragrances, natural and high-quality ingredients, as well as attractive packaging design. It is also important from the company's perspective to keep the prices of the preparations at a level that allows them to reach a large target group.</p>	<p>The company sells its products through dedicated online shops or distributors, in countries in Western Europe, Asia and North America.</p> <p>The company also has a presence in Japan, where it promotes its brand by identifying nine customer values: quality, safety, clarity, fragrance, design, sustainability, affordability, brand philosophy and no testing of products on animals. The YOPE stationary shop is located in Nagasaki. The online shop, on the other hand, offers 61 body care products, nine baby care products and 19 cleaning products.</p>

## Cosmetics companies listed on the stock exchange

No.	Company	Production structure	Exports – geographical destinations	Branch offices abroad/ Other forms of foreign market presence
20	<b>GLOBAL COSMED</b> S.A. (WSE debut: 13 April 2013) In 2024, renamed to Dr. Miele Cosmed Group SA Poland, Radom	Dr. Miele Cosmed Group (formerly: Global Cosmed) is a manufacturer of cosmetics and household chemicals. The company's main factories are located in Poland and Germany. The factory in Radom – cosmetics, factories in Jawor and German Stadtilm – household chemicals. The company owns cosmetics brands such as i.a. Bobini Baby, Bobini Kids, Apart, Biophen. The company produces cleansing and care cosmetics, wet wipes, shower gels, liquid soaps, including those composed of 99% naturally derived ingredients.	Expansion into foreign markets: to double the number of export markets within three years – 60 markets within three years.	In 2005, the distribution companies Global Cosmed Group GmbH and Global Cosmed GmbH were founded in Hamburg (Germany).
21	<b>Miraculum</b> SA Poland, Warsaw Listed company Listed on the Warsaw Stock Exchange since April 2007.	The activities of Miraculum SA, whose name refers to its historical predecessors, focus on the development and sale of skin care and depilatory cosmetics, as well as perfumery and make-up products. The company's portfolio includes the following brands: Miraculum, Tanita, Pani Walewska, Chopin, Brutal, Wars, Lider, Gracja, Mirasol, Paloma, Joko and Virtual. The company operates in the retail market. This means that the products offered by the company reach the final customers (customers of retail stores) through the traditional (wholesale) or modern (retail chains) channel. The company's products are present on the domestic market as well as in international markets.	Its main export markets are Russia, Ukraine, Belarus and Lithuania. Miraculum cosmetics are currently available on 41 markets. Market entry into Saudi Arabia and the UAE is planned.	
22	<b>Harper Hygienics</b> SA Harper Hygienics S.A. Manufacturer of cosmetics Poland, Warsaw  The company has been listed on the Warsaw Stock Exchange since 2010.	Hyper Hygienics is a manufacturer of cosmetic and hygiene products for skin cleansing. The company's core brand is Cleanic. Today, the brand features more than 40 products, including in particular facial make-up removers, skin cleansing and care products for children (Cleanic Kindii), and intimate hygiene products (Cleanic Intimate). The company also produces private labels for retail chains.	The company exports mainly to Western European markets.	Cooperation with Ireland-based Musgrave, launch of Kindii branded products in the SuperValu network.



# Statistics tabsels

Exports of cosmetic products from Poland to foreign countries (section 33) in 2019–2023, data in USD thousand

Code	Exports from Poland to the rest of the world, category 33	2019	2020	2021	2022	2023	The category's share in 2023	Change 2019 / 2023
	Category 33	3,906,066	4,210,123	4,562,222	4,518,394	5,432,090		39%
'3301	Essential oils	2,824	4,986	15,743	37,719	50,036	1%	1,672%
'3302	Mixtures of odoriferous substances	56,883	66,494	74,623	92,717	105,985	2%	86%
'3303	Perfumes and toilet waters	537,509	592,735	615,171	530,530	634,169	12%	18%
'3304	Beauty and make-up preparations, preparations for the care of the skin, including sunscreen or suntan preparations, manicure preparations	1,703,278	1,954,336	2,160,231	2,197,113	2,637,653	49%	55%
'3305	Hair preparations	539,198	568,882	599,246	569,258	682,682	13%	27%
'3306	Preparations for dental hygiene	482,653	433,887	507,687	513,657	549,053	10%	14%
'3307	Shaving preparations, deodorants, bath preparations, depilatories	583,721	588,803	589,521	577,400	772,512	14%	32%

Source: own study based on Trade Map 2024 data.

## Exports of cosmetic products from Japan to foreign countries (section 33) in 2019–2023, data in USD thousand

Code	Exports from Japan to the rest of the world, category 33	2019	2020	2021	2022	2023	The category's share in 2023	Change 2019 / 2023
	Category 33	5,653,799	6,557,468	7,648,009	6,172,947	4,715,204		-17%
'3301	Essential oils	8,070	8,702	7,546	7,308	6,869	0.1%	-15%
'3302	Mixtures of odoriferous substances	222,109	233,931	257,113	239,549	240,971	5.1%	8%
'3303	Perfumes and toilet waters	7,222	5,993	7,255	4,809	4,290	0.1%	-41%
'3304	Beauty and make-up preparations, preparations for the care of the skin, including sunscreen or suntan preparations, manicure preparations	4,417,880	5,260,979	6,233,553	4,951,248	3,642,739	77.3%	-18%
'3305	Hair preparations	510,958	532,781	626,314	572,881	481,574	10.2%	-6%
'3306	Preparations for dental hygiene	95,848	122,306	116,461	91,116	82,458	1.7%	-14%
'3307	Shaving preparations, deodorants, bath preparations, depilatories	391,712	392,776	399,767	306,036	256,303	5.4%	-35%

Source: own study based on Trade Map 2024 data.

## Imports of cosmetic products to Poland from foreign countries (section 33) in 2019–2023, data in USD thousand

Code	Imports to Poland from the rest of the world, category 33	2019	2020	2021	2022	2023	The category's share in 2023	Change 2019 / 2023
	Category 33	2,828,688	3,000,696	3,355,459	3,349,579	3,907,282		38%
'3301	Essential oils	15,981	43,239	41,741	27,912	22,882	0.6%	43%
'3302	Mixtures of odoriferous substances	584,647	606,157	621,070	615,882	646,751	16.6%	11%
'3303	Perfumes and toilet waters	415,021	426,050	501,693	541,531	675,275	17.3%	63%
'3304	Beauty and make-up preparations, preparations for the care of the skin, including sunscreen or suntan preparations, manicure preparations	927,557	1,020,515	1,171,673	1,220,058	1,466,912	37.5%	58%
'3305	Hair preparations	389,153	404,066	455,067	432,780	517,341	13.2%	33%
'3306	Preparations for dental hygiene	190,859	179,802	201,907	175,006	186,225	4.8%	-2%
'3307	Shaving preparations, deodorants, bath preparations, depilatories	305,470	320,867	362,308	336,410	391,896	10.0%	28%

Source: own study based on Trade Map 2024 data.

## Imports of cosmetic products to Japan from foreign countries (section 01 – 24) in 2019–2023, data in USD thousand

Code	Imports to Japan from the rest of the world, category 33	2019	2020	2021	2022	2023	The category's share in 2023	Change 2019 / 2023
	Category 33	3,637,501	3,348,422	3,565,604	3,530,141	3,658,473		1%
'3301	Essential oils	206,699	175,995	143,973	159,939	159,147	4.4%	-23%
'3302	Mixtures of odoriferous substances	401,026	387,054	411,112	364,436	375,638	10.3%	-6%
'3303	Perfumes and toilet waters	253,201	191,581	197,011	214,379	280,102	7.7%	11%
'3304	Beauty and make-up preparations, preparations for the care of the skin, including sunscreen or suntan preparations, manicure preparations	1,529,974	1,388,820	1,474,404	1,497,890	1,593,775	43.6%	4%
'3305	Hair preparations	515,402	448,626	458,552	444,610	423,559	11.6%	-18%
'3306	Preparations for dental hygiene	196,760	231,217	232,477	212,260	193,969	5.3%	-1%
'3307	Shaving preparations, deodorants, bath preparations, depilatories, toilet preparations	534,439	525,129	648,075	636,627	632,283	17.3%	18%

Source: own study based on Trade Map 2024 data.



## Exports of cosmetic products from Poland to Japan in 2019–2023, data in USD thousand

Code	Exports from Poland to Japan, category 33	2019	2020	2021	2022	2023	The category's share in 2023	Change 2019 / 2023
	Category 33	3,194	2,890	3,472	2,722	1,289		-60%
'3301	Essential oils	1	3	0	0	0	0%	-100%
'3302	Mixtures of odoriferous substances	896	748	976	387	16	1%	-98%
'3303	Perfumes and toilet waters	44	15	16	13	67	5%	52%
'3304	Beauty and make-up preparations, preparations for the care of the skin, including sunscreen or suntan preparations, manicure preparations	1,231	1,092	1,285	887	486	38%	-61%
'3305	Hair preparations	894	833	830	712	558	43%	-38%
'3306	Preparations for dental hygiene	0	1	0	0	0	0%	0%
'3307	Shaving preparations, deodorants, bath preparations, depilatories, toilet preparations	128	198	365	723	162	13%	27%

Source: own study based on Trade Map 2024 data.

## Imports of cosmetic products from Japan to Poland in 2019–2023, data in USD thousand

Code	Exports from Japan to Poland, category 33	2019	2020	2021	2022	2023	The category's share in 2023	Change 2019 / 2023
	Category 33	5,449	13,010	13,227	7,981	9,111		67%
'3301	Essential oils	0	0	2	0	0	0%	0%
'3302	Mixtures of odoriferous substances	3,518	10,897	11,520	6,937	6,571	72%	87%
'3303	Perfumes and toilet waters	0	0	0	0	0	0%	0%
'3304	Beauty and make-up preparations, preparations for the care of the skin, including sunscreen or suntan preparations, manicure preparations	1,383	1,362	671	471	1,540	17%	11%
'3305	Hair preparations	185	642	805	400	854	9%	362%
'3306	Preparations for dental hygiene	0	0	0	14	27	0%	
'3307	Shaving preparations, deodorants, bath preparations, depilatories, toilet preparations	363	109	229	159	119	1%	-67%

Source: own study based on Trade Map 2024 data.

## Total trade balance for Poland and Japan for cosmetic products, and trade balance between Japan and Poland for cosmetic products in 2019–2023, data in USD thousand

	Trade in cosmetic products in Poland and in Japan				
	2019	2020	2021	2022	2023
Exports from Poland to the rest of the world, category 33	3,906,066	4,210,123	4,562,222	4,518,394	5,432,090
Imports to Poland from the rest of the world, category 33	2,828,688	3,000,696	3,355,459	3,349,579	3,907,282
Poland's trade balance, category 33	1,077,378	1,209,427	1,206,763	1,168,815	1,524,808
Poland's trade balance, category 33, year-on-year change		12%	0%	-3%	30%
Exports from Japan to the rest of the world, category 33	5,653,799	6,557,468	7,648,009	6,172,947	4,715,204
Imports to Japan from the rest of the world, category 33	3,637,501	3,348,422	3,565,604	3,530,141	3,658,473
Japan's trade balance, category 33	2,016,298	3,209,046	4,082,405	2,642,806	1,056,731
Japan's trade balance, category 33, year-on-year change		59%	27%	-35%	-60%
	Trade in cosmetic products between Poland and Japan				
	2019	2020	2021	2022	2023
Exports from Poland to Japan, category 33	3,194	2,890	3,472	2,722	1,289
Exports from Poland to Japan, category 33, year-on-year change		-10%	20%	-22%	-53%
Imports from Japan to Poland, category 33	5,449	13,010	13,227	7,981	9,111
Imports from Japan to Poland, category 33, year-on-year change		139%	2%	-40%	14%
Poland's and Japan's trade balance, category 33	-2,255	-10,120	-9,755	-5,259	-7,822
Poland's and Japan's trade balance, category 33, year-on-year change		349%	-4%	-46%	49%

Source: own study based on Trade Map 2024 data.

## Exports of cosmetic products from Poland to Japan in 2019–2023, leading product in each section, data in USD thousand

	Exports of cosmetics from Poland to Japan in 2019–2023, leading product in each category, data in USD thousand	2019	2020	2021	2022	2023
33059000	Preparations for use on the hair (excluding shampoos, preparations for permanent waving or straightening)	691	677	667	547	459
330510	Shampoos	202	158	142	149	105
33049900	Make-up preparations and preparations for the care of the skin (other than medicaments)	1,121	1,016	1,138	814	342
330720	Personal deodorants and antiperspirants	116	194	330	693	125

Source: own study based on Trade Map 2024 data.

## Exports of cosmetic products from Japan to Poland in 2019–2023, leading product in each section, data in USD thousand

	Exports of cosmetics from Japan to Poland in 2019–2023, leading product in each category, data in USD thousand	2019	2020	2021	2022	2023
330290	Mixtures of odoriferous substances	3,244	10,888	11,518	6,928	6,546
330499	Make-up preparations and preparations for the care of the skin (other than medicaments)	1,208	1,266	593	374	1,382
330430	Manicure and pedicure preparations	169	88	78	97	158
330590	Preparations for use on the hair (excluding shampoos, preparations for permanent waving or straightening)	123	358	483	217	467
330510	Shampoos	62	284	323	184	388

Source: own study based on Trade Map 2024 data.

Predictions of the value of the cosmetic products market in Poland in 2024–2028, measured by sales revenue, data in USD thousand

Item	Value of the cosmetics market in Poland	2024	2025	2026	2027	2028	Segment share in 2024	Market share in 2024	Change 2023 / 2028
<b>A</b>	Personal care products segment	<b>2,759,200</b>	<b>2,843,536</b>	<b>2,930,555</b>	<b>3,020,344</b>	<b>3,112,994</b>	-	<b>49%</b>	<b>13%</b>
A1	Hair preparations	960,000	991,008	1,023,018	1,056,061	1,090,172	35%	17%	14%
A2	Bath preparations	500,000	514,350	529,112	544,297	559,919	18%	9%	12%
A3	Preparations for dental hygiene	410,000	424,227	438,948	454,179	469,939	15%	7%	15%
A4	Deodorants and antiperspirants	400,000	414,240	428,987	444,259	460,074	14%	7%	15%
A5	Shaving preparations	278,800	287,080	295,607	304,386	313,426	10%	5%	12%
A6	Natural personal care preparations	210,400	212,630	214,884	217,162	219,464	8%	4%	4%
<b>B</b>	Make-up products segment	<b>660,950</b>	<b>692,353</b>	<b>725,385</b>	<b>760,141</b>	<b>796,720</b>	-	<b>12%</b>	<b>21%</b>
B1	Face make-up preparations	177,700	185,181	192,977	201,102	209,568	27%	3%	18%
B2	Lip make-up preparations	128,400	134,897	141,723	148,894	156,428	19%	2%	22%
B3	Eye make-up preparations	161,200	167,342	173,717	180,336	187,207	24%	3%	16%
B4	Manicure, pedicure and nail care preparations	105,500	109,520	113,692	118,024	122,521	16%	2%	16%
B5	Natural make-up preparations	88,150	95,414	103,276	111,786	120,997	13%	2%	37%
<b>C</b>	Skin care products segment	<b>1,547,950</b>	<b>1,616,480</b>	<b>1,690,436</b>	<b>1,770,088</b>	<b>1,855,727</b>	-	<b>27%</b>	<b>20%</b>
C1	Face care preparations	970,000	1,033,535	1,101,232	1,173,362	1,250,217	63%	17%	29%
C2	Body care preparations	288,900	300,543	312,655	325,255	338,362	19%	5%	17%
C3	Sun protection preparations	53,110	55,309	57,599	59,983	62,466	3%	1%	18%
C4	Child care preparations	34,740	36,758	38,894	41,154	43,545	2%	1%	25%
C5	Natural care preparations	201,200	190,335	180,057	170,334	161,136	13%	4%	-20%
<b>D</b>	Perfume segment	<b>630,000</b>	<b>646,821</b>	<b>664,091</b>	<b>681,822</b>	<b>700,027</b>	-	<b>11%</b>	<b>11%</b>
<b>E</b>	Beauty-Tech segment	<b>78,510</b>	<b>81,658</b>	<b>84,933</b>	<b>88,339</b>	<b>91,881</b>	-	<b>1%</b>	<b>17%</b>
A, B, C, D, E	Total value of the segments	5,676,610	5,880,848	6,095,400	6,320,734	6,557,349	-	-	16%

Source: own study based on Statista 2024 data.



## Predictions of the value of the cosmetic products market in Japan in 2024–2028, measured by sales revenue, data in USD thousand

Item	Value of the cosmetics market in Japan	2024	2025	2026	2027	2028	Segment share in 2024	Market share in 2024	Change 2023 / 2028
<b>A</b>	Personal care products segment	15,580,000	15,908,871	16,245,129	16,588,947	16,940,504	-	33%	<b>9%</b>
A1	Hair preparations	7,400,000	7,562,060	7,727,669	7,896,905	8,069,847	48%	16%	9%
A2	Bath preparations	2,310,000	2,351,349	2,393,438	2,436,281	2,479,890	15%	5%	7%
A3	Preparations for dental hygiene	3,180,000	3,250,278	3,322,109	3,395,528	3,470,569	20%	7%	9%
A4	Deodorants and antiperspirants	590,000	604,455	619,264	634,436	649,980	4%	1%	10%
A5	Shaving preparations	970,000	1,003,271	1,037,683	1,073,276	1,110,089	6%	2%	14%
A6	Natural personal care preparations	1,130,000	1,137,458	1,144,965	1,152,522	1,160,129	7%	2%	3%
<b>B</b>	Make-up products segment	<b>7,492,900</b>	<b>7,661,337</b>	<b>7,834,203</b>	<b>8,011,631</b>	<b>8,193,760</b>	<b>-</b>	<b>16%</b>	<b>9%</b>
B1	Face make-up preparations	3,680,000	3,738,512	3,797,954	1,858,342	1,919,689	49%	8%	7%
B2	Lip make-up preparations	1,520,000	1,567,728	1,616,955	1,667,727	1,720,094	20%	3%	13%
B3	Eye make-up preparations	1,180,000	1,201,830	1,224,064	1,246,709	1,269,773	16%	2%	8%
B4	Manicure, pedicure and nail care preparations	222,900	226,154	229,456	232,806	236,205	3%	0.5%	6%
B5	Natural make-up preparations	890,000	927,113	965,774	1,006,046	1,047,999	12%	2%	18%
<b>C</b>	Skin care products segment	<b>22,310,310</b>	<b>22,651,211</b>	<b>23,027,794</b>	<b>23,439,413</b>		<b>-</b>	<b>47%</b>	<b>7%</b>
C1	Face care preparations	17,990,000	18,479,328	18,981,966	19,498,275	20,028,628	81%	38%	11%
C2	Body care preparations	850,000	911,200	976,806	1,047,136	1,122,530	4%	2%	32%
C3	Sun protection preparations	470,000	484,335	499,107	514,330	530,017	2%	1%	13%
C4	Child care preparations	60,310	62,728	65,244	67,860	70,581	0.3%	0.1%	17%
C5	Natural care preparations	2,940,000	2,713,620	2,504,671	2,311,812	2,133,802	13%	6%	-27%
<b>D</b>	Perfume segment	590,000	602,095	614,438	627,034	639,888	-	1%	7%
<b>E</b>	Beauty-Tech segment	<b>1,330,000</b>	<b>1,442,385</b>	<b>1,564,267</b>	<b>1,696,447</b>	<b>1,839,797</b>	<b>-</b>	<b>3%</b>	<b>38%</b>
A, B, C, D, E	Total value of the segments	47,303,210	48,265,899	49,285,831	50,363,472	51,499,508	-	-	9%

Source: own study based on Statista 2024 data

Poland.

# The Polish Investment and Trade Agency



## The Polish Investment and Trade Agency's mission as a Government Agency is:

- To enable small-and medium-sized companies to reach their full potential in exporting their products and services around the world
- To support potential investors in Poland by providing comprehensive and up-to-date information services regarding legal and tax aspects, location and human capital, as well as on the available financial incentives
- To promote 'Poland as a Brand'



## How we can help

The Agency's experienced team of experts with a hands-on approach and excellent understanding of the needs of entrepreneurs will ensure that your projects will move as fast and smooth as possible.

[www.paih.gov.pl](http://www.paih.gov.pl)



## Poland at Expo 2025 Osaka, Kansai

The Polish Investment and Trade Agency is the institution responsible for preparing Poland's presence at the World Expo 2025 Osaka, Kansai. The Agency carries out this task under the supervision of the Ministry of Economic Development and Technology.

[www.expo.gov.pl](http://www.expo.gov.pl)

Expo2025.Osaka.Kansai