



Personal Luxury in Poland

October 2023

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Personal Luxury in Poland - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Personal luxury sees an increase in current retail value sales in 2023 thanks to Ukrainian refugees and the return of international tourists

Designer apparel and footwear (ready-to-wear) dominated by designer apparel (ready-to-wear)

Luxury eyewear enjoys increase in value sales

Retail value sales of luxury jewellery increase in 2023

Rise in value sales of luxury leather goods in 2023

Luxury wearables electronics sees value sales increase in 2023 thanks to increased focus on health and wellness, although the category remains small

Luxury timepieces enjoys value sales increase thanks to declining interest in traditional timepieces

Value sales of writing instruments and stationery on the increase in 2023

Value sales of super premium beauty and personal care rise as lifestyles return to normal in the wake of the pandemic

L'Oréal Polska Sp zoo holds the overall lead in personal luxury in 2022

PROSPECTS AND OPPORTUNITIES

Value sales of personal luxury in 2023 constant terms increase over the forecast period

Designer apparel and footwear (ready-to-wear) remains the largest category in value terms in 2028 with super premium beauty and personal care the largest in volume terms

Luxury timepieces records the most dynamic percentage growth over the forecast period

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DISCLAIMER

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