



Innovation: Beauty, Health and Home in Poland

November 2023

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INNOVATION IN BEAUTY, HEALTH AND HOME

Approximately 20% of launches in Poland first detected globally in the country

Beauty and personal care accounts for approximately 60% of detected launches

New launches in Poland in 2022: beauty and personal care and consumer health

New launches in Poland in 2022: home care and tissue and hygiene

Brands respond to growing demand for eco-friendly alternatives in Poland in 2022

PASSPORT INNOVATION: BEAUTY, HEALTH AND HOME

Orjena Tea Tree Cica offers natural ingredients to appeal to consumers in Poland

Orjena Tea Tree Cica launches in Poland through online Pharmacy Dr Max

Beauty and personal care and home care lead detected 2022 launches in Poland

Krab incorporates sustainable packaging amid growing sustainability focus in Poland in 2022

Krab Magic Wood launches in online beauty and fragrance specialist, Notino

Beauty specialist Notino leads 2022 retailer launches in beauty, health and home in Poland

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/innovation-beauty-health-and-home-in-poland/report.