



Polish Investment
& Trade Agency
PFR Group

Poland. Business Forward

THE COSMETICS SECTOR

Poland. Cosmetics



Poland is an internationally acclaimed destination for:



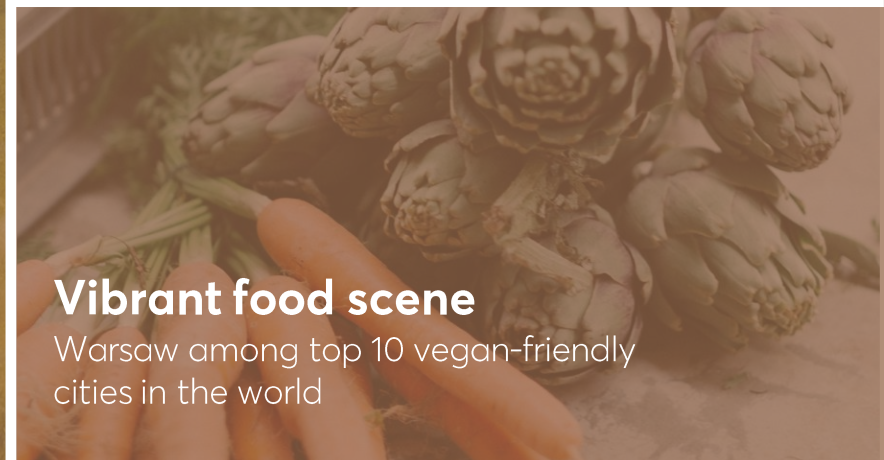
Pristine nature

Top 10 country to visit according to Lonely Planet



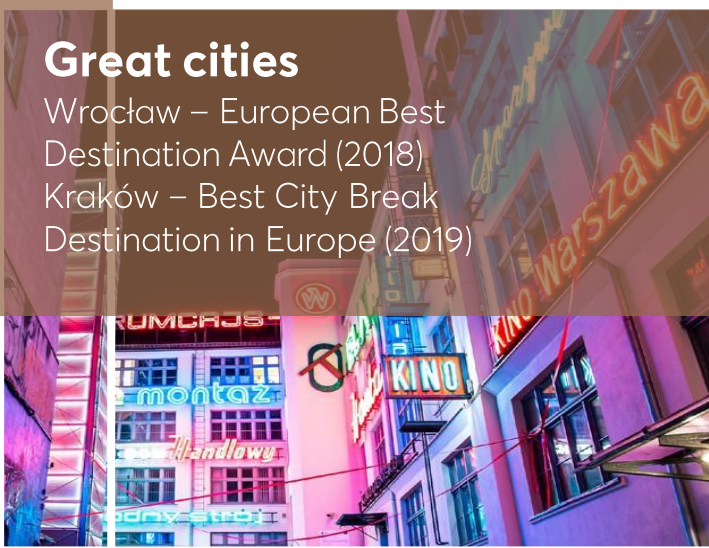
A place where east meets west

Dynamic business hub at the heart of Europe



Vibrant food scene

Warsaw among top 10 vegan-friendly cities in the world



Great cities

Wrocław – European Best Destination Award (2018)
Kraków – Best City Break Destination in Europe (2019)



Attractive place for expats

Young, increasingly international society, with very high level of English proficiency



Rich history

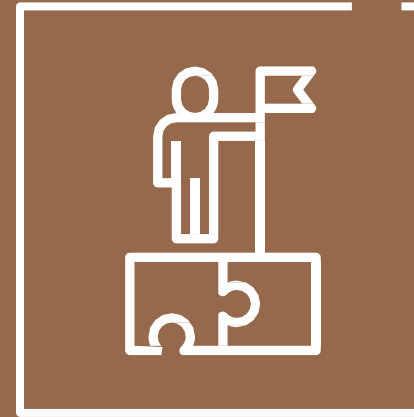
Vast legacy of bravery and resilience



**WHY
POLAND**



**WHAT THE
POLISH
COSMETICS
SECTOR STANDS
FOR?**



**WHAT MAKES
US
DIFFERENT?**



**DID YOU
KNOW?**



**INSTITUTIONAL
ENVIRONMENT**



**HOW WE CAN
HELP YOU**

Unprecedented growth

Highest growth rate in the OECD between 1990 and 2019

Superb market access

40% of the region's total GDP and a gateway to the wider EU market

Large, high-quality talent pool

300k+ of well-educated graduates annually

Resilient economy

Max score for Macroeconomic Stability in the Global Competitiveness
Almost 30 years of continuous growth
Almost 10 years of stable growth in foreign trade turnover

Transparent

Regional leader in the Transparency International Corruption Index

FDI magnet

2nd in the EU, 5th in the world in terms of value of new greenfield projects (2020)
One third of all FDI stock in the region

Top-notch infrastructure

1st in CEE in Airport Connectivity & Quality of Road Infrastructure (Global Competitiveness Report)

Largest share of the EU budget

EUR 160bn for Poland in subsidies and loans until 2027

Competitive, well-developed cities

European Cities of the Future (fDi Intelligence)
Warsaw: 7th position (ahead of Berlin and Stockholm)
Kraków: 2nd in EU in Business Friendliness among Large Cities



WHAT THE POLISH COSMETICS SECTOR STANDS FOR?



Value of the Polish cosmetics market in 2019: 4.13 billion €
By 2023 the cosmetics market is estimated to be valued at 4.5 billion €



The Polish cosmetics industry is the 5th in the EU (in terms of market value)



- Skin care and personal hygiene products account for almost 50 % of the market
- Skin care and cosmetic fragrances are the fastest growing categories on Polish cosmetics market



The value of Polish cosmetics exports: 3.9 billion €
70% of Polish cosmetics products are exported to the EU



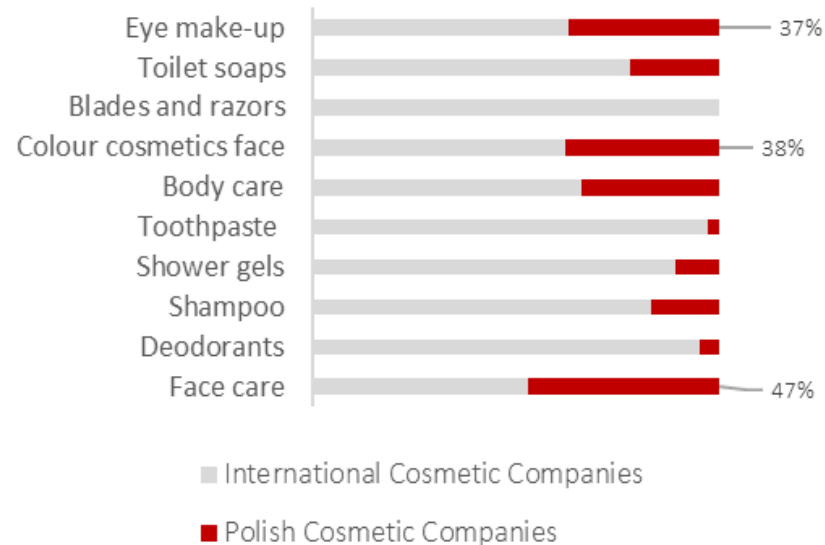
Main export destinations:
Germany, Russia, UK, Czechia, Belgium, France, Italy



1134 producers and distributors (in 2019 - 344 new entities in the last 3 years)

Polish companies' value shares in Top 10 cosmetics categories,

Total Poland, MATTY July 2020



WHAT MAKES US DIFFERENT?



HIGH QUALITY PRODUCTION

required by the EU regulations and standards.

INVESTMENT IN R&D AND INFRASTRUCTURE

There are many independent research laboratories in Poland. They create a well-developed network of centres carrying out microbiological, physical, chemical, dermatological and other specialist studies, needed in the cosmetic industry.



INNOVATIONS AND SUSTAINABILITY

Polish cosmetics offer innovations and respond to global beauty trends, taking particular care for sustainability and eco-friendliness. We use local and natural ingredients.

DEVELOPED MARKET WITH RICH TRADITIONS

More than 100 years of experience and tradition. The leaders of Polish cosmetics industry sector grew out of traditional family-owned businesses.



QUALIFIED PEOPLE

The number of facilities in education, cosmetology faculties and cosmetic chemistry is steadily growing. 63 academic institutions offer cosmetology and cosmetics Chemistry courses.

CREATIVITY AND FLEXIBILITY

Small and medium-sized producers can easily adjust to requirements of the changing market. Their production lines are short, therefore the production process can be promptly changed. A wide range of products can meet the needs of different customers on various markets.

DID YOU KNOW?



Every second cosmetic produced in Poland is exported



Globally, every **3rd** hybrid nail polish is produced in Poland



Poland exports cosmetics to over **175** countries



Poland is the only European country, alongside with Lithuania, where **cosmetology is taught at universities**



50% of all body and face care products sold in Poland are Polish brands which proves **a strong position of local manufacturers** in domestic market (despite the competition from global brands)

INSTITUTIONAL ENVIRONMENT

The Polish Union of the Cosmetics Industry

The Polish Union of the Cosmetics Industry represents and supports the strategic goals of entrepreneurs exclusively in the cosmetics industry. For almost 20 years it has been an active voice of the sector in the lawmaking process. It collaborates effectively with Polish and European administrative institutions on a daily basis, and together with the member companies it creates and implements solutions that help develop the Polish cosmetics market, which today is in 5th place in the European Union.

The Union brings together nearly 220 businesses, including cosmetics producers and distributors, laboratories, consulting companies and teaching centres, as well as their industry partners – suppliers of packaging and raw materials. It unites and works on behalf of startups, small family businesses, as well as large international corporations and major Polish cosmetics companies, which work together effectively in an atmosphere of mutual respect and trust, while maintaining all rules of competition.



The Polish Association of Cosmetic and Detergents Industry

The Polish Association of Cosmetic and Detergent Industry (PACDI) – since 1992 supports the development of cosmetic and detergent companies. Provides them with knowledge on industry legal frames and obligations - both at national and EU level. Committed to creating a conducive environment for the business. Members of PACDI are manufacturers and distributors, retailers, raw material suppliers, laboratories and others.



The Polish Investment and Trade Agency

The Polish Investment and Trade Agency's (PAIH) 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

PAIH's experienced team of experts with a hands-on approach and excellent understanding the needs of entrepreneurs will ensure that your cooperation will be as fast and smooth as possible



Information packages
(macroeconomic, HR, legal, sectoral data)



Analysis of export potential



Preparing information packages



Verifying business partners



Organising business missions



Preparing lists of possible business partners



Organising B2B meetings



Supporting in contacts with government agencies

Contact us

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**Polish Investment
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