



Polish Investment  
& Trade Agency  
PFR Group

# THE COSMETICS SECTOR

**Poland.** Business Forward







## Poland is an internationally acclaimed destination for:



### Pristine nature

A top 10 country to visit according to Lonely Planet



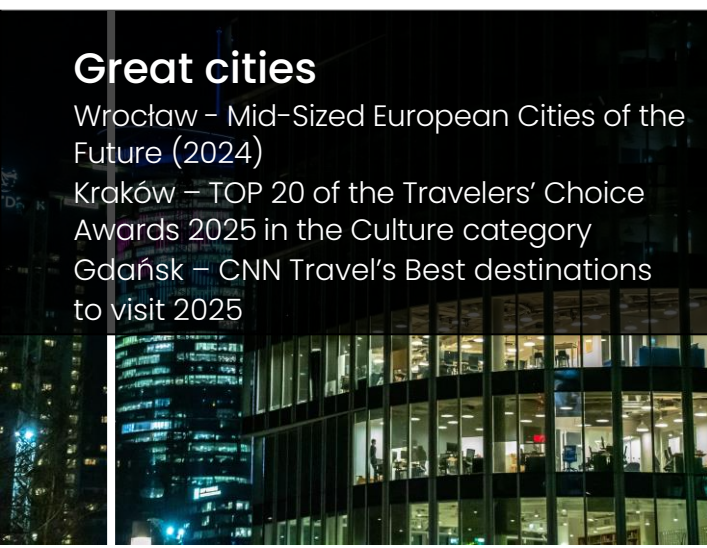
### A place where East meets West

Dynamic business hub at the heart of Europe



### Vibrant food scene

Warsaw among Top 20 Vegan-Friendly Cities in the World (HappyCow 2024)  
Poland ranked 11th in the TasteAtlas awards 24/25 of the 100 best cuisines in the World



### Great cities

Wrocław – Mid-Sized European Cities of the Future (2024)

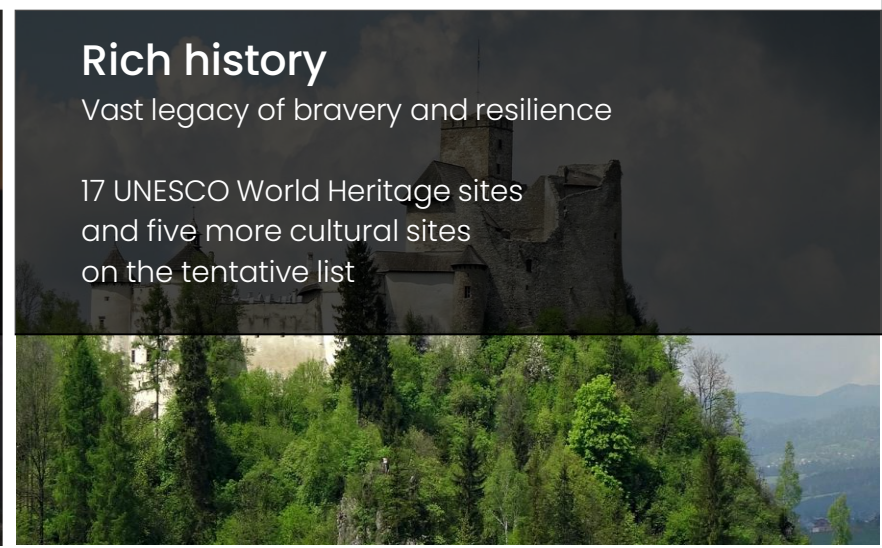
Kraków – TOP 20 of the Travelers' Choice Awards 2025 in the Culture category

Gdańsk – CNN Travel's Best destinations to visit 2025



### Attractive place for expats

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



### Rich history

Vast legacy of bravery and resilience

17 UNESCO World Heritage sites and five more cultural sites on the tentative list





WHY  
POLAND



FACTS ABOUT  
THE POLISH  
COSMETICS  
SECTOR



WHAT MAKES  
US DIFFERENT



DID YOU KNOW  
THAT



SUPPORT  
INSTITUTIONS



HOW WE CAN  
HELP YOU

## Unprecedented growth

Highest growth rate in the OECD between 1990 and 2019

## Superb market share

Poland is the sixth largest economy in the European Union in terms of GDP

## Large, high-quality talent pool

Nearly 300k of well-educated graduates annually

## Resilient economy

Poland is considered to be one of the most economically stable and fastest developing countries in the world.

## Transparent

Regional leader (2nd in CEE) in the Transparency International Corruption Perceptions Index

## FDI magnet

In 2023, Poland was ranked highest in the CEE region and sixth in Europe in terms of the number of inward foreign direct investments.

## Top-notch infrastructure

5th longest highway network in the EU  
Over 5,205 km total length of motorways and expressways

## Ratings remain high despite the turbulent times

Moody's: A2, S&P: A-, Fitch: A-, as of the second half of 2024

## Competitive, well-developed cities

European Cities of the Future 2024 (fDi Intelligence):  
Warsaw – 4th position overall (ahead of Paris and Munich)  
and 2nd in the business friendliness category among major cities;  
The Silesia region ranked 3rd in the “cost-effectiveness” category;  
Western Pomerania – European Entrepreneurial Region in 2022–2023,



# FACTS ABOUT THE POLISH COSMETICS SECTOR



The value of the Polish cosmetics market in 2023 was over 25,4 PLN bn. CAGR of Poland's cosmetics industry between 2014-2023 is estimated at 5.2%, according to the Polish Union of the Cosmetics Industry.



The Polish cosmetics industry is the 5th in the EU (in terms of market value). Poland ranks as the 9th largest cosmetics exporter worldwide and the 14th largest importer.



The value of Polish cosmetics export was: €5.1 bn (2023). Countries of the European Union remain the main destinations.

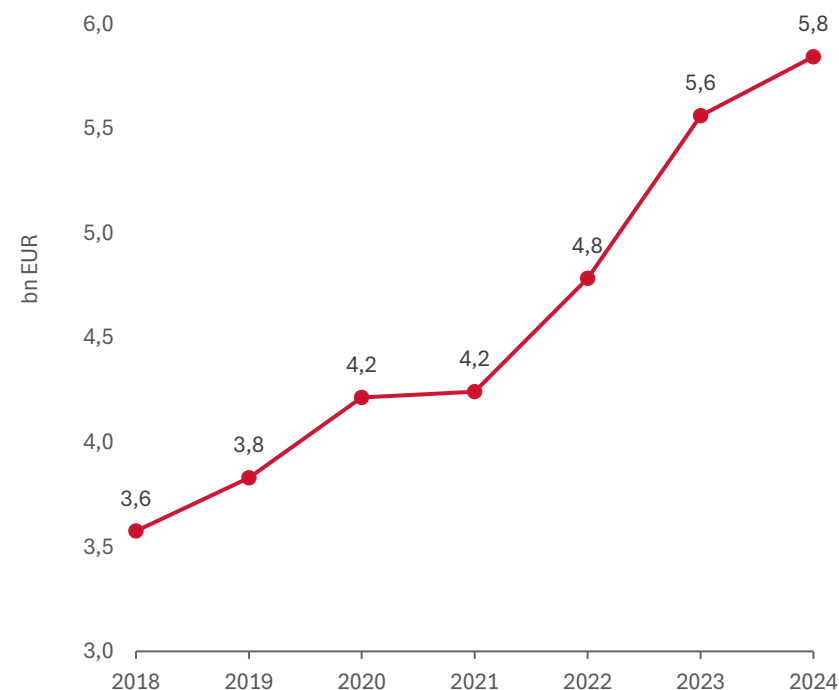


TOP 10 export destinations by value (2023): Germany, the UK, Russia, Czechia, Belgium, France, Ukraine, the Netherlands, Italy, Spain



In the cosmetics industry in Poland, competition is strong, which forces continuous improvement of product quality. There are over 1,300 manufacturers of cosmetic and toiletry products (according to official Polish „REGON” register).

Polish cosmetics exports 2018–2024  
(in bn EUR)



Sources:

<https://mypmr.pro/products/handel-detaliczny-artykulami-kosmetycznymi-w-polsce>

Market Performance 2022, European Cosmetic, Toiletry & Perfumery Data.

Polski związek przemysłu kosmetycznego, Kosmetyczna Polska – Raport o stanie branży kosmetycznej, July 2024

PKO BP, RYNKI MIĘDZYNARODOWE: KOSMETYK, Wrzesień 2024

Statistics Poland, Foreign Trade Database, SITC codes: 551, 553, 554.1

# WHAT MAKES US DIFFERENT



## HIGH QUALITY PRODUCTION METHODS

In line with the EU's regulations and standards.



## INVESTMENT IN R&D AND INFRASTRUCTURE

There are many independent research laboratories in Poland. They form 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 innovation and respond to global beauty trends, taking particular care for sustainability and eco-friendliness, focusing on local and natural ingredients. Conscious producers, they quickly adapted to "clean beauty" and "cruelty-free" trends.

## A DEVELOPED MARKET WITH ESTABLISHED TRADITIONS

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

## QUALIFIED PEOPLE

Employment in the cosmetics industry has been steadily growing, from 14.4 thous. employees in 2013 to 19.8 thous. At the same time the B+R expenditure has also been increasing and is up to 1.46% of Polish GDP in 2022 (from 0.88% in 2013) – the highest among Visegrad group countries.

## CREATIVITY AND FLEXIBILITY

Micro, small and medium-sized manufacturers can easily adjust to the requirements of a changing market. Their production lines are short; therefore, the production process can be changed quickly as required. A wide range of products that can meet the needs of different customers on various markets.

Sources:  
Kosmetyczni.pl, The Polish Union of the Cosmetics Industry  
OPI PIB, RAD-on database

# DID YOU KNOW THAT



In 2023 for Polish consumers mascara remained the favorite color cosmetic.



Polish cosmetics brands are finding crowds of fans around the world. Among the best performing Polish brands, Forbes in its report lists such companies as Ziaja, Eveline, Luksja, Bambino, AA, Biały Jeleń, Lirene, Joanna, La Rive, Inglot, Kolastyna, Dr Irena Eris and Bell.



Polish nail polishes are an export hit. According to forecasts, revenues in the nail cosmetics segment in Poland will record steady growth from 2025 to 2029 by a total of more than EUR 91.02 million (with CAGR between 2025-2029 of 9.3%).



Poland's cosmetics industry continues to grow over the years. Revenues in Poland's beauty and personal care market are projected to grow to \$6.82 billion by the end of 2029 (According to Statista's Consumer Market Outlook).



74% of all cosmetic companies in Poland are Polish entities which provide a strong position for local manufacturers on the domestic market (despite the competition from global brands). Many of the said companies happen to be micro-enterprises, which accounted for over 90% of all cosmetic companies in Poland in 2023.

Sources:

<https://fashionbiznes.pl/najlepsze-polskie-marki-kosmetyczne-2023-ranking-forbes/>

<https://www.statista.com/topics/5997/cosmetics-market-in-poland/#topicOverview>

<https://www.statista.com/forecasts/1260154/poland-revenue-nails-cosmetics-market>

<https://www.wiadomoscikosmetyczne.pl/rynek-kosmetyczny/wiseeuropa-i-kosmetyczni-raport-polskie-firmy-kosmetyczne-sa-ponadprzecietnie-rentowne-i-odporne-na-kryzysy-2512484>

# SUPPORT INSTITUTIONS

## The Polish Union of the Cosmetics Industry

The Polish Union of the Cosmetics Industry, as the only organisation in Poland, represents and supports the strategic goals of entrepreneurs exclusively in the cosmetics industry. For over 21 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 260 companies, 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 the rules of competition.

## The Polish Association of Cosmetic and Detergents Industry

The Polish Association of Cosmetic and Detergent Industry (PACDI) supports the development of cosmetic and detergent manufacturers since 1992. It provides them with knowledge on industry's legal requirements and obligations – both at a national and EU level. Committed to creating a conducive environment for the sector. PACDI's members 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 of the needs of entrepreneurs will ensure that your projects will move as fast and smooth as possible.



**Information packs**  
macroeconomic, HR,  
legal, sectoral data



**Analysis  
of export  
potential**



**Preparing  
information  
packs**



**Verifying  
business  
partners**



**Organising  
business  
missions**



**Preparing lists  
of possible  
business partners**



**Organising  
B2B meetings**



**Support in contacts  
with Government  
Agencies**

# Contact us

The Polish Investment & Trade Agency

Krucza St. 50  
00-025 Warsaw

NIP: 526-030-01-67  
KRS: 0000109815

Contact FORM:



Service PAIH24: +48 22 334 99 55  
Contact PAIH24: [paih24@paih.gov.pl](mailto:paih24@paih.gov.pl)

Social media:



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Strategy and Analysis Division  
Promotion Department  
2025



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