

Polish cosmetic brands to tap Malaysian market

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COSMETIC brands in Poland plan to tap the Malaysian market with an aim to reinforce their market presence within the Asean region.

The eastern Europe nation is hoping to make Malaysia the gateway for its product as it sees potential in the region's growing economy.

Among the popular brands are skincare brand such as Ziaja, Oceanic SA, Eveline Cosmetics, Norel Dr Wilsz and Ava Cosmetic Laboratory to name a few.

Oceanic SA export director Marek Chotkowski said the company believes its products are competitive, similar to leading cosmetics producers from Germany and France.

"We believe in the innovation and quality in our products which are on par with other leading cosmetics producers," said Marek, adding that Oceanic had for 32 years specialised in production of quality anti-allergenic cosmetics.

Oceanic is present in 25 countries where it particularly has strong presence in Slovakia, Belarus, Lithuania,



Malaysian delegates together with the Malaysia External Trade Development Corp (Matrade) officers and Polish cosmetic players during the B2B meeting in Matrade office in Warsaw, Poland

Latvia, Ukraine and Hungary.

Its products are also available in the US, South Korea and Western Europe. The company is currently targeting to have a presence in Northern Africa, the Middle East and Far East.

The Polish cosmetics industry has been growing dynamically and becoming more competitive in both European

and global markets.

Geographically, the European Union (EU) is the biggest and most competitive cosmetics market in the world, whose value in 2011 was €42 billion (RM163.8 billion).

Poland comes out well in comparison. It holds 6th position in Europe for both home market and exports.

In the EU, the only larger

markets are in Germany, Great Britain, France, Italy and Spain.

According to Euromonitor International, the dynamics of the cosmetic market growth in Poland is one of the greatest in Europe.

Despite the economic stagnation in the past four years, it has remained at around 5%, much higher than in the case

of other leading European cosmetic markets.

In the same period, when the Polish market rose by 5%, the German market also rose year after year on average of 2.8%, the British by 4% and the French by 1%.

The Italian and Spanish markets did not exceed 1%.

The Polish cosmetics industry players have diversified their strategies in improving its packaging design, innovation enhancement and effective marketing communication.

The industry is supported by Poland's Ministry of Economy through promotion programmes and opportunities to promote their products to foreign markets.

Through one of its promotion programmes called "The Buyer Trade Mission", it gathers Malaysian cosmetic, beauty spa and hair-dressing entrepreneurs to sit down together with the Polish cosmetic players to discuss potential business partnerships.

The programme was conducted by Agencja M Promotion, an agency appointed by the Polish Ministry of Economy.