



HAIRMATE
BRAND SUCCESS
IN POLAND
2024-2026

2 YEARS PERFORMANCE | #1 FASTEST-GROWING BRAND IN HAIR CARE CATEGORY IN POLAND — HAIRMATE

+210% YoY

value sales growth

4,5M

units sold

2 100 POS

in one retail chain **ROSSMANN**

+175% YoY*

volume growth

#1 Fastest-Growing*

brand by volume | YTD 26

#12 Brand*

by revenue in Polish drugstores
YTD 2026

+35 SKU's

+210% portfolio expansion

4

hair care categories

10

hair salon locations across Poland

RECOGNITION & AWARDS IN POLAND | A HIGH-POTENTIAL BRAND WITH PROVEN MARKET TRACTION

HAIRMATE

4.71/5*

Brand rating based on 1,600 consumer reviews

15M

consumers reached annually via brand communication



VOGUE BEAUTY AWARDS 2025

#Hair Styling Award Nominee



VOGUE BEAUTY AWARDS 2026

#Hair Styling Award Nominee



VOGUE BEAUTY AWARDS 2026

#Hair Care Award Nominee



LOVE COSMETICS AWARDS

#brand #emotions #quality

#Glamours Hair Award Winner



LOVE COSMETICS AWARDS

#brand #emotions #quality

#Creative Branding Concept Award Winner



VIVA! Najlepsze dla urody 2025

#Hair Care Award Winner

