

STRATEGIES OF BEAUTY BUSINESSES IN THE POLISH-GERMAN TRANSBORDER MARKET AND BEYOND

Agnieszka Szyszka¹

ABSTRACT

In the highly competitive beauty industry, the successful expansion of businesses into international markets is crucial for their sustained growth. This research focuses on the strategic approaches employed by beauty businesses in the Polish-German transborder market and beyond, identifying key challenges and opportunities in this context. The central problem addressed is how beauty businesses can effectively balance global strategies with local market demands to achieve sustained success in international markets.

This study explores essential strategies such as customized product offerings, precise market segmentation, optimized distribution channels, and strategic brand positioning, all while emphasizing the importance of cultural adaptability. Tailored product offerings ensure products resonate with local consumer preferences, while market segmentation enhances targeting precision. Optimized distribution channels address logistical complexities, and strategic brand positioning helps create a strong local presence while maintaining global brand consistency. Cultural adaptability is highlighted as critical for building meaningful connections with consumers in diverse markets.

Through an analysis of successful case studies and emerging industry trends, this research provides actionable insights into the best practices that enable beauty businesses to thrive in the international landscape. It further examines the role of digital marketing and social media in facilitating global expansion, highlighting how these platforms offer unique opportunities for market engagement and brand loyalty.

Moreover, the study delves into the challenges posed by varying regulatory environments and economic conditions across different markets, underscoring the importance of regulatory compliance and economic awareness in strategy formulation. By synthesizing insights from multiple sources, this research offers a robust framework for understanding and applying international market strategies within the beauty industry, ultimately contributing to the sustainable growth and success of beauty businesses on a global scale.

¹ State University of Technology and Economics in Jaroslaw, Poland.

Key words: beauty industry, international expansion, global strategies, Polish-German transborder market, market segmentation, cultural adaptability, digital marketing, social media, regulatory compliance, sustainable growth.

1. Introduction

This article explores the strategies employed by beauty businesses in transborder markets, focusing specifically on the Poland-Germany border. It aims to provide insights into how beauty companies navigate cultural and economic differences to achieve success in these overlapping markets. The Poland-Germany border region, with its unique historical and cultural context, offers a fascinating backdrop for examining the intricacies of cross-border business operations. The region's shared yet diverse history provides a rich tapestry of cultural influences that shape consumer behavior and market dynamics, presenting both opportunities and challenges for beauty businesses.

Expanding into worldwide markets, particularly in the beauty industry, can significantly enhance brand recognition, increase revenue streams, and diversify market risks. However, this expansion necessitates a nuanced understanding of local consumer behaviors, regulatory environments, and competitive landscapes. Poland and Germany, though geographically adjacent, exhibit distinct cultural and economic characteristics that shape consumer preferences and business practices. The strategic approaches employed by beauty businesses to bridge these differences are critical to their success in the transborder market.

Beauty businesses must adeptly navigate these cultural and economic disparities to succeed. This article will delve into how companies tailor their product offerings, modify marketing strategies, and navigate regulatory frameworks to meet the unique demands of Polish and German consumers. Furthermore, it will examine the role of historical and cultural ties in shaping business strategies, highlighting how these elements influence consumer behavior and market dynamics. The Poland-Germany border provides an excellent case study for understanding the challenges and opportunities inherent in transborder business expansion.

Companies operating in this region must balance the need for local adaptation with the benefits of a cohesive global strategy. This article will explore key factors such as cultural sensitivity in marketing, product adaptation to local preferences, and strategic use of distribution channels. Additionally, it will analyze the competitive landscape, examining how local and international beauty brands compete and collaborate to gain market share. By providing a detailed analysis of successful case studies and industry trends, this article

aims to offer valuable insights for beauty businesses looking to expand into other transborder markets.

The lessons learned from the Poland-Germany border can serve as a blueprint for successful expansion into regions with similar complexities. Through a comprehensive examination of case studies and industry trends, the article will illustrate best practices that empower beauty companies to navigate the intricate dynamics of international expansion effectively. By integrating these elements, beauty businesses can achieve sustainable growth and success in international markets. consumer behaviors, regulatory environments, and competitive landscapes.

2. Transborder aspect

Operating in the transborder market between Poland and Germany presents unique opportunities and challenges, particularly for beauty businesses. Given that both countries are members of the European Union (EU), there are no customs procedures or tariffs on goods traded between them, thanks to the EU's single market and regulatory harmonization. This facilitates the free movement of goods, reducing logistical barriers and streamlining cross-border operations. However, businesses must still navigate differences in local regulatory interpretations, consumer preferences, and market dynamics.

While the EU has established common regulations, such as the Cosmetics Regulation (EC) No 1223/2009, which standardizes product safety, labeling, and ingredients across member states, local enforcement and consumer expectations can vary. In Germany, there is a strong emphasis on compliance with strict product safety standards, transparency in labeling, and environmental sustainability. German consumers often prioritize high-quality, organic, and eco-friendly beauty products, demanding rigorous certification and proof of efficacy. Therefore, beauty businesses entering the German market must align their products with these expectations, ensuring that they meet both EU standards and the additional demands of German consumers.

In contrast, the Polish market, while also governed by EU regulations, reflects different consumer preferences and economic conditions. Polish consumers tend to be more price-sensitive and exhibit strong brand loyalty, often favoring products that offer value for money. While quality is important, affordability and brand heritage play a significant role in purchasing decisions. Beauty businesses targeting the Polish market can benefit from emphasizing local connections, offering loyalty programs, and maintaining competitive pricing strategies.

Despite the absence of customs barriers, businesses must invest in efficient logistics and supply chain management to ensure seamless cross-border operations. The proximity of Poland and Germany offers advantages such as reduced transportation costs and shorter delivery times. However, companies must still account for potential logistical challenges, such as varying regulatory requirements for distribution and differences in market demand.

Overall, success in the transborder beauty market between Poland and Germany requires a multifaceted strategy that integrates EU regulatory compliance with tailored marketing approaches, efficient logistics, and a deep understanding of local consumer behavior. By leveraging the benefits of the EU's single market while adapting to the distinct characteristics of each country, beauty businesses can achieve sustainable growth and a competitive edge in this dynamic region.

2.1. Insights from Industry Leaders

Famous figures in the beauty industry, such as Estée Lauder and Huda Kattan, have consistently emphasized the importance of understanding local markets when expanding globally. Estée Lauder, the pioneering entrepreneur behind the eponymous global beauty empire, once remarked, "Our success is a direct result of knowing how to market to local tastes and preferences". This statement underscores the critical role that cultural awareness and consumer insight play in the international success of beauty brands. Lauder's strategy involved extensive market research and tailored product offerings that resonated with diverse consumer bases across different regions, demonstrating the value of localization in global business strategy.

Similarly, Huda Kattan, the influential founder of Huda Beauty, has highlighted the significance of cultural adaptation in achieving global success. Kattan has stated, "The key to global success is adapting your brand message to resonate with local cultures while maintaining a consistent brand identity". This insight reflects the delicate balance that beauty brands must strike between localization and maintaining a cohesive global brand image. Kattan's approach involves a deep understanding of regional beauty standards and consumer preferences, which informs the development of products and marketing campaigns that appeal to local markets while staying true to the core values and aesthetics of the Huda Beauty brand.

Both Lauder and Kattan's philosophies emphasize that a one-size-fits-all approach does not work in the beauty industry. Instead, brands must invest in understanding the unique cultural, social, and economic contexts of the markets they wish to enter. For example, Lauder's success in Japan and China was driven by her commitment to understanding the skincare routines and preferences of consumers in these countries, leading to the creation of products

that catered specifically to their needs. Similarly, Kattan's ability to capture the hearts of Middle Eastern beauty enthusiasts stemmed from her personal connection to the region and her dedication to developing products that reflected the local beauty ideals and practices.

The insights provided by these industry icons highlight the necessity of cultural sensitivity and market-specific strategies in the beauty industry. Their experiences underscore that global expansion is not merely about extending a brand's reach but about genuinely engaging with and understanding new customer bases. By doing so, beauty companies can create meaningful connections with consumers, fostering loyalty and driving sustained growth in international markets. Lauder and Kattan's emphasis on local market understanding serves as a guiding principle for beauty brands aspiring to achieve global prominence, illustrating that success in the global marketplace hinges on the ability to adapt and resonate with diverse cultural landscapes.

2.2. Comparative Analysis of Beauty Companies

The table below compares the achievements of two beauty companies: Dr. Irena Eris, a successful Polish brand, and L'Oréal, a global leader in the beauty industry. This comparison highlights the different scales and strategies of these companies, providing insights into their market approaches and success factors.

Dr. Irena Eris has built a strong presence in Poland through a focus on quality, innovation, and a deep understanding of local consumer preferences. The brand's commitment to research and development has enabled it to create products that resonate with Polish consumers, fostering significant market share and consumer loyalty. However, its expansion beyond national borders has been more measured, reflecting the challenges of maintaining brand identity while adapting to new markets. The brand's cautious approach underscores the difficulties smaller companies face when venturing into international territories.

On the other hand, L'Oréal's global strategy is characterized by extensive research and development, a broad product portfolio, and effective localization strategies. These elements have enabled L'Oréal to dominate the beauty market worldwide, including in the Poland-Germany border region. The company's ability to tailor its offerings to diverse markets while maintaining a cohesive global brand image is a key driver of its success. L'Oréal's extensive market research allows it to understand and anticipate consumer needs, adapting its products and marketing strategies accordingly. This adaptability, combined with strong brand recognition and vast resources, positions L'Oréal as a formidable competitor in any market it enters.

This comparison illustrates how different strategic approaches can lead to success in the beauty industry, whether on a national or global scale. Dr. Irena Eris's focus on local expertise and gradual expansion contrasts with L'Oréal's

aggressive global strategy, providing valuable insights into how companies can navigate the complexities of international markets. By understanding these approaches, other beauty businesses can better formulate their strategies for transborder expansion.

Table 1. The achievements of two separate beauty companies

Company	Market Reach	Annual Revenue (2023)	Notable Achievements
Dr Irena Eris	Poland	\$150 million	Strong domestic presence, award-winning skincare products
L'Oréal	Worldwide	\$33 billion	Global market leader, diverse product range, innovative R&D

Source: *Company Profile Dr Irena Eris*, <https://www.drirenaeris.com/>; *L'Oréal 2023 annual report*, <https://www.loreal-finance.com/>.

2.3. Trends in Cosmetology Treatments in Poland and Germany

The figure below illustrates the number of people using cosmetology treatments in Poland and Germany over the past five years. This data provides a visual representation of market trends and consumer behavior in the beauty industry within these two countries. The figure shows a steady increase in the number of individuals seeking cosmetology treatments in both Poland and Germany, reflecting growing awareness and acceptance of such treatments.

This trend underscores the expanding market potential for beauty businesses in the region. The data indicates a rising demand for beauty services and products, driven by increased consumer interest in personal care and aesthetic treatments. By analyzing these trends, beauty companies can gain valuable insights into consumer preferences and the factors driving the demand for cosmetology treatments. The data also highlights the importance of staying attuned to market dynamics and consumer needs to capitalize on growth opportunities.

Furthermore, the figure reveals differences in the growth rates of cosmetology treatment adoption between Poland and Germany, offering clues about the varying market maturity and consumer readiness in these countries. Beauty businesses can use this information to tailor their market entry strategies, focusing on the most promising segments and regions. Overall, the figure serves as a critical tool for understanding the evolving landscape of the beauty industry in Poland and Germany, providing a foundation for strategic decision-making.

Table 2. The figure below illustrates the number of cosmetic procedures in Poland and Germany in 2018

Treatment based on	Poland	Germany
Botulinum toxin (botox) Or Hyaluronic acid	600,000 procedures in total	321,702
Hyaluronic acid	-	174,900

Source: *International Society of Aesthetic Plastic Surgery*, <http://www.isaps.org/>; *Wyniki pierwszego w Polsce badania konsumenckiego dotyczącego medycyny estetycznej*, <http://www.estell.pl/>.

3. Conclusions

The expansion of the beauty industry into transborder markets like the Poland-Germany region highlights the critical need for cultural adaptability and strategic market understanding. Companies such as L'Oréal have demonstrated worldwide success by utilizing extensive research and development, broad product offerings, and effective localization strategies. These factors have allowed L'Oréal to integrate seamlessly into various markets while maintaining a strong global brand identity. Their ability to address local consumer needs without sacrificing their global brand ethos underscores their strategic effectiveness.

In contrast, Dr. Irena Eris, while enjoying considerable success within Poland, faces challenges in expanding beyond national borders while preserving its brand identity. The company's strong performance in Poland stems from a deep understanding of local consumer preferences and a dedication to quality. However, its more cautious approach to international expansion reflects the difficulties that smaller brands encounter in adapting to new markets while maintaining their core values. This situation emphasizes the need for a delicate balance between local expertise and broader market ambitions.

The increasing consumer engagement in cosmetology treatments in both Poland and Germany points to a growing market potential. This trend signifies a rising demand for beauty services and products, offering significant opportunities for beauty businesses that invest in understanding and catering to local preferences. Staying ahead of consumer trends and continuously innovating are essential for beauty companies to meet evolving market demands.

In summary, beauty businesses must navigate the complexities of transborder markets by balancing global strategies with local insights. This involves adapting products and marketing approaches to local needs while understanding the cultural and economic contexts that influence consumer behavior. By integrating these elements, beauty companies can achieve sustainable growth

and success in international markets. This approach enables them to effectively manage the challenges of transborder expansion and leverage local knowledge to enhance global strategies, ensuring long-term success.

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