

Consumer Lifestyles in Poland

Market Direction | 2022-11-24 | 79 pages | Euromonitor

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Report description:

Consumer Lifestyles offers valuable insights into key consumer attitudes and current thinking, and their impact on purchasing and consumption habits; quantifying behaviours, preferences and motivations and aligning them with broader trends in Poland.

Euromonitor's Consumer Lifestyles in Poland report analyses factors influencing national consumer expenditure. Consumer lifestyles reports include coverage of: population, urban development, home ownership, household profiles, labour, income, consumer and family expenditure, health, education, eating habits, drinking habits, shopping habits, personal grooming, clothing, leisure habits, savings and investments, media, communication, transport and travel and tourism. Use this report to understand the factors influencing a nation's lifestyle choices.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Consumer Overview market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Scope

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Consumer landscape in Poland 2022

Life priorities

Prioritising time for partners remains more important than finding "time for myself"

Time for favourite activities is a high priority for Gen Z and Baby Boomers

Poles value curated experiences that are tailored to their tastes

Younger generations feel under pressure to be seen as successful

Consumers in Poland like trying new products and services

Millennials prefer buying from trusted companies or brands

Home life

Poles study or work at home less often compared to the global average

Video gaming is among the top home-based activities for Gen Z

Energy efficiency in the home is a key feature for Baby Boomers

Eating habits

All cohorts prefer home-cooked meals

Consumers in Poland seek out superior tasting and low-priced foods

Younger generations leading the way to a more flexitarian diet

Gen Z have the most varied mealtimes and snack most during the day

Working life

Poles value jobs with high salaries and security

Gen Z and Gen X focus more on work-life balance

High earnings are more important for Gen Z than other cohorts

Over a third of Poles expect to work from home and have flexible hours

Nearly 40% of Gen Z expect to be self-employed in future

Leisure habits

All generations want to socialise in person, especially Gen Z

More than 40% of consumers go shopping for leisure at least once a month

Millennials enjoy shopping during their leisure time more than other cohorts do

More than 30% went on at least one international trip in the previous 12 months

Poles like to relax and engage in outdoor activities at rates far above global average

Baby Boomers put greater value on nature and outdoor activities

Health and wellness

Nearly half of consumers take vitamins or supplements every day

Poles have high interest in cycling and intensive physical activities

Riding a bicycle more popular among Generation X than among other cohorts

Herbal remedies used far more for stress-reduction than global average

Gen Z more likely to adopt sleep aids for reducing stress

Sustainable living

Consumers mostly trust recyclable labels and environmentally-friendly products

Gen X/Baby Boomers are more worried about climate change than other cohorts are

Baby Boomers most actively working towards greener practices

Consumers more actively use energy-efficient products than their global counterparts do

Poles like to share opinions on social and political issues on social media

Gen Z is more community-orientated than other cohorts

Shopping habits

Consumers in Poland prefer buying fewer, but higher-quality things

Older cohorts more inclined to buy locally-sourced products

Friends and family recommendations are the most influential

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Independent consumer reviews are more important to older generations
Convenience is by far the biggest motivator to use a subscription service
Gen Z interested in subscription services recommended by family and friends
Poles are motivated to shop in-store for immediate purchases
Baby Boomers like to see and try products when shopping in-store
Consumers shop online for best prices and free shipping
Better prices online appeal most to Baby Boomers
Spending habits
Poles have higher expectations of increasing their spending on health and wellness
Gen Z are highly focused on increasing their savings
Technology
Consumers are less active in managing their data sharing and privacy
Cultivating a personal brand online is more important to Millennials
Poles have higher ownership of computers and smartphones than average
A quarter of respondents say they own a smartwatch
Poles more regularly visit health-related or medical sites than global average
Over 60% of Gen Z participate in online video gaming every week

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