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Consumer Values and Behaviour in Poland

Market Direction | 2022-11-24 | 60 pages | Euromonitor

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Report description:

This report visually explores everyday habits and behaviours that reflect consumers' beliefs and values, linking behavioural trends with purchase and consumption habits in Poland.

Euromonitor's Consumer Values and Behaviour 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 Values 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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Consumer values and behaviour in Poland
New and innovative products and services appeal to Poles
Younger cohorts are more interested in trying new products and services
Millennials have more faith in their long-term investments
Poles have a more pessimistic outlook on life than global average
Poles have low expectations that more of their activities will shift to in-person
Younger generations expect to work more and have less free time in the next five years
Expectations for greater community engagement are low compared to global average
More than half feel that the world will be a more dangerous place in the future
Gen Z feel more strongly about climate change impact on their lives in the future
Connecting virtually and exercising are the top home activities among Poles
Energy efficiency top feature for Polish households
Homes with outside space and proximity to public transport key considerations
Poles enjoy home-cooked meals over takeaway foods
Lack of time among biggest barriers to cooking at home
Gen Z would prefer to do something other than cooking
More than half of respondents look for healthy ingredients in the food they eat
A job that is close to home is more sought-after than working from home
Gen Z look for high salaries over job security
All cohorts have great desire to simplify their lives
High percentage of Gen Z are taking classes/lectures online
Poles enjoy go shopping for leisure
Millennials are far more active cinema-goers than other cohorts
Poles regularly participate in cycling and intensive physical activities
Riding a bicycle more popular among Gen X
Herbal remedies for stress reduction more popular in Poland
Polish consumers have most trust in recyclable labels
Baby Boomers most actively working towards greener practices
Usage of energy-efficient products higher than global average
Older cohorts most active in sharing their opinions on social/political issues
Price-conscious Polish consumers like to find bargains
Shopping malls more popular among Gen Z
Cautious consumers driving demand for second-hand items
Gen Z are more willing to purchase used items
More than half of consumers prefer to shop in-store for beauty/personal items
Younger cohorts more likely to purchase using their smartphones
Consumers intend to spend more on health and wellness over the next 12 months
Gen Z ahead of other cohorts with their intentions to increase spending
Gen Z also expect to save more
Cultivating a personal brand online is important to Poles
Younger consumers more likely to share their data to receive offers
Low engagement with brands and companies online
Gen Z more active on social media than others
More than 60% of consumers use online banking via their mobiles weekly
Younger generations use their mobiles more often to access banking services

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