

## **Megatrends in Poland**

Market Direction | 2022-11-24 | 58 pages | Euromonitor

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### **Report description:**

This Megatrends report highlights long-term trends resulting from shifts in consumer values and behaviour. It provides a summary of each of Euromonitor International's eight focus megatrends and insights as to how each trend has manifested in Poland.

Euromonitor's Megatrends 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 Megatrends 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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tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

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The drivers shaping consumer behaviour  
Megatrends framework  
Businesses harness megatrends to renovate, innovate and disrupt  
Digital living  
Zabka's delio aims to bring grocery essentials to Warsaw residents within the hour  
Poland lags behind global counterparts in most areas of tech  
Polish consumers are protective of their personal data  
Gen Z are most likely to share data in return for personalised offers  
Friends and family remain the most trusted source of information  
Return to face-to-face activities is expected post-pandemic  
Experience more  
Modivo opens fully automated "phygital" fashion store  
On the whole, Poles still prefer offline to online experiences  
Online socialising became more common during the pandemic  
Holidaymakers prioritise relaxation and nature  
Millennials are the most eager to resume in-person activities  
Middle class reset  
Variety discounter Action helps consumers to keep costs down  
Polish consumers are price-sensitive  
The concept of repurposing gains traction  
Gen Z are the most frugal cohort  
Premiumisation  
Carrefour launches new range of vegetable-based craft beers  
Most consumers yearn for a simpler life  
Poles are less confident than global peers in their long-term investments  
High quality and superior taste are important factors in the path to purchase  
Shifting market frontiers  
Eurocash caters to rural communities with mobile convenience stores  
International products have become less readily available to consumers  
Gen X are the most eager to support local business  
Shopping reinvented  
Carrefour introduces self-driving robots as a promotional tool  
Online shopping gains traction in most categories  
Poles still reticent about interacting with brands on social media  
Gen Z are the most likely to engage with companies online  
Sustainable living  
Polish researchers develop device that helps to clear air pollution  
Consumers are eager to play a part in protecting the environment  
Reducing food waste is the top environmental concern  
Consumers are keen to make their voices heard  
Recyclable and biodegradable packaging are considered the most sustainable  
Wellness  
Deepflare uses AI to develop mRNA vaccines and drugs against deadly pathogens  
Poles are taking a more proactive approach to health  
Herbal remedies and massage are the most common antidotes to stress  
Polish consumers are embracing health tech  
Consumers continue to take health and safety precautions post-pandemic

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