

Apparel and Footwear in Poland

Market Direction | 2022-12-29 | 90 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €1750.00
- Multiple User License (1 Site) €3500.00
- Multiple User License (Global) €5250.00

Report description:

Apparel and footwear, as a product area as a whole, is set to see dynamic growth in current value sales terms in 2022. However, inflationary pressures are a key contributor to this strong value increase, while volume sales are predicted to see only marginal growth in 2022. In the first half of the year, the product area benefited from the lifting of pandemic-related restrictions. The return to normal, with consumers partaking in social activities again and returning to the office, boosted demand...

Euromonitor International's Apparel and Footwear in Poland report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2017-2021 and analysis by distribution format allowing you to identify the sectors driving growth. It identifies the leading companies, leading brands, and offers strategic analysis of key factors influencing the market. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Apparel, Footwear, Sportswear.

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

Why buy this report?

- * Get a detailed picture of the Apparel and Footwear 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.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table of Contents:

Apparel and Footwear in Poland

Euromonitor International

December 2022

List Of Contents And Tables

APPAREL AND FOOTWEAR IN POLAND

EXECUTIVE SUMMARY

Apparel and footwear in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for apparel and footwear?

MARKET DATA

Table 1 Sales of Apparel and Footwear by Category: Volume 2017-2022

Table 2 Sales of Apparel and Footwear by Category: Value 2017-2022

Table 3 Sales of Apparel and Footwear by Category: % Volume Growth 2017-2022

Table 4 Sales of Apparel and Footwear by Category: % Value Growth 2017-2022

Table 5 NBO Company Shares of Apparel and Footwear: % Value 2018-2022

Table 6 LBN Brand Shares of Apparel and Footwear: % Value 2019-2022

Table 7 Distribution of Apparel and Footwear by Format: % Value 2017-2022

Table 8 Distribution of Apparel and Footwear by Format and Category: % Value 2022

Table 9 Forecast Sales of Apparel and Footwear by Category: Volume 2022-2027

Table 10 \square Forecast Sales of Apparel and Footwear by Category: Value 2022-2027

Table 11 \square Forecast Sales of Apparel and Footwear by Category: % Volume Growth 2022-2027

Table 12 \square Forecast Sales of Apparel and Footwear by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 1 Research Sources

WOMENSWEAR IN POLAND

KEY DATA FINDINGS

2022 DEVELOPMENTS

Reopening of shopping centres boosts sales of womenswear in 2022

Increasing interest in sportswear among women as part of casualisation trend

Convenience and ease of online shopping particularly attractive to women

PROSPECTS AND OPPORTUNITIES

Womenswear set to record healthy growth even if demand will continue being suppressed due to inflationary pressures in 2023

Second-hand market for womenswear is becoming extremely popular

The plus-size category has already reached the peak of its popularity

CATEGORY DATA

Table 13 Sales of Womenswear by Category: Volume 2017-2022

Table 14 Sales of Womenswear by Category: Value 2017-2022

Table 15 Sales of Womenswear by Category: % Volume Growth 2017-2022

Table 16 Sales of Womenswear by Category: % Value Growth 2017-2022

Table 17 NBO Company Shares of Womenswear: % Value 2018-2022

Table 18 LBN Brand Shares of Womenswear: % Value 2019-2022

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 19 NBO Company Shares of Women's Nightwear: % Value 2018-2022
Table 20 LBN Brand Shares of Women's Nightwear: % Value 2019-2022
Table 21 NBO Company Shares of Women's Outerwear: % Value 2018-2022
Table 22 LBN Brand Shares of Women's Outerwear: % Value 2019-2022
Table 23 NBO Company Shares of Women's Swimwear: % Value 2018-2022
Table 24 LBN Brand Shares of Women's Swimwear: % Value 2019-2022
Table 25 NBO Company Shares of Women's Underwear: % Value 2018-2022
Table 26 LBN Brand Shares of Women's Underwear: % Value 2019-2022
Table 27 Forecast Sales of Womenswear by Category: Volume 2022-2027
Table 28 Forecast Sales of Womenswear by Category: Value 2022-2027
Table 29 Forecast Sales of Womenswear by Category: % Volume Growth 2022-2027
Table 30 Forecast Sales of Womenswear by Category: % Value Growth 2022-2027

MENSWEAR IN POLAND

KEY DATA FINDINGS

2022 DEVELOPMENTS

Demand for men's suits and swimwear increases as consumers resumes pre-pandemic lifestyles
Smart casual continues to gain momentum

Formal menswear brands identify new categories to address demand for comfort

PROSPECTS AND OPPORTUNITIES

Uncertain prospects for further growth

E-commerce likely to further penetrate menswear

Men are slowly but gradually showing more interest in fashion

CATEGORY DATA

Table 31 Sales of Menswear by Category: Volume 2017-2022

Table 32 Sales of Menswear by Category: Value 2017-2022

Table 33 Sales of Menswear by Category: % Volume Growth 2017-2022

Table 34 Sales of Menswear by Category: % Value Growth 2017-2022

Table 35 NBO Company Shares of Menswear: % Value 2018-2022

Table 36 LBN Brand Shares of Menswear: % Value 2019-2022

Table 37 NBO Company Shares of Men's Nightwear: % Value 2018-2022

Table 38 LBN Brand Shares of Men's Nightwear: % Value 2019-2022

Table 39 NBO Company Shares of Men's Outerwear: % Value 2018-2022

Table 40 LBN Brand Shares of Men's Outerwear: % Value 2019-2022

Table 41 NBO Company Shares of Men's Swimwear: % Value 2018-2022

Table 42 LBN Brand Shares of Men's Swimwear: % Value 2019-2022

Table 43 NBO Company Shares of Men's Underwear: % Value 2018-2022

Table 44 LBN Brand Shares of Men's Underwear: % Value 2019-2022

Table 45 Forecast Sales of Menswear by Category: Volume 2022-2027

Table 46 Forecast Sales of Menswear by Category: Value 2022-2027

Table 47 Forecast Sales of Menswear by Category: % Volume Growth 2022-2027

Table 48 Forecast Sales of Menswear by Category: % Value Growth 2022-2027

CHILDRENSWEAR IN POLAND

KEY DATA FINDINGS

2022 DEVELOPMENTS

Inflationary pressures contribute to strong value growth in childrenswear in 2022

Arrival of refugees from Ukraine boosts demand for childrenswear

Matching outfits for parents and children gain in popularity

PROSPECTS AND OPPORTUNITIES

Low birth rate likely to influence demand for childrenswear in the coming years

E-commerce continues to grow, albeit more slowly

Social media influencers are driving trends

CATEGORY DATA

Table 49 Sales of Childrenswear by Category: Volume 2017-2022

Table 50 Sales of Childrenswear by Category: Value 2017-2022

Table 51 Sales of Childrenswear by Category: % Volume Growth 2017-2022

Table 52 Sales of Childrenswear by Category: % Value Growth 2017-2022

Table 53 NBO Company Shares of Childrenswear: % Value 2018-2022

Table 54 LBN Brand Shares of Childrenswear: % Value 2019-2022

Table 55 Forecast Sales of Childrenswear by Category: Volume 2022-2027

Table 56 Forecast Sales of Childrenswear by Category: Value 2022-2027

Table 57 Forecast Sales of Childrenswear by Category: % Volume Growth 2022-2027

Table 58 Forecast Sales of Childrenswear by Category: % Value Growth 2022-2027

SPORTSWEAR IN POLAND

KEY DATA FINDINGS

2022 DEVELOPMENTS

Inflationary pressures exert a downward pressure on demand

Sportswear popular for comfort element, supporting casualisation trend

Multi-brand chains are gaining in importance

PROSPECTS AND OPPORTUNITIES

Further growth for sportswear as more Poles engage in physical activity

Refugees from Ukraine form a new client group

Omnichannel strategy is becoming the standard

CATEGORY DATA

Table 59 Sales of Sportswear by Category: Value 2017-2022

Table 60 Sales of Sportswear by Category: % Value Growth 2017-2022

Table 61 NBO Company Shares of Sportswear: % Value 2018-2022

Table 62 LBN Brand Shares of Sportswear: % Value 2019-2022

Table 63 Distribution of Sportswear by Format: % Value 2017-2022

Table 64 Forecast Sales of Sportswear by Category: Value 2022-2027

Table 65 Forecast Sales of Sportswear by Category: % Value Growth 2022-2027

JEANS IN POLAND

KEY DATA FINDINGS

2022 DEVELOPMENTS

Suitable for many occasions, jeans remain popular

The "total look" is a visible trend incorporating jeans

Inflationary pressures oblige some consumers to trade down

PROSPECTS AND OPPORTUNITIES

Solid growth predicted for jeans over the forecast period

E-commerce will continue to grow, albeit at a slightly slower pace than during the pandemic

Zero-waste and eco-friendly options are increasingly important trends

CATEGORY DATA

Table 66 Sales of Jeans by Category: Volume 2017-2022

Table 67 Sales of Jeans by Category: Value 2017-2022

Table 68 Sales of Jeans by Category: % Volume Growth 2017-2022

Table 69 Sales of Jeans by Category: % Value Growth 2017-2022
Table 70 Sales of Men's Jeans by Category: Volume 2017-2022
Table 71 Sales of Men's Jeans by Category: Value 2017-2022
Table 72 Sales of Men's Jeans by Category: % Volume Growth 2017-2022
Table 73 Sales of Men's Jeans by Category: % Value Growth 2017-2022
Table 74 Sales of Women's Jeans by Category: Volume 2017-2022
Table 75 □Sales of Women's Jeans by Category: Value 2017-2022
Table 76 □Sales of Women's Jeans by Category: % Volume Growth 2017-2022
Table 77 □Sales of Women's Jeans by Category: % Value Growth 2017-2022
Table 78 □NBO Company Shares of Jeans : % Value 2018-2022
Table 79 □LBN Brand Shares of Jeans: % Value 2019-2022
Table 80 □Forecast Sales of Jeans by Category: Volume 2022-2027
Table 81 □Forecast Sales of Jeans by Category: Value 2022-2027
Table 82 □Forecast Sales of Jeans by Category: % Volume Growth 2022-2027
Table 83 □Forecast Sales of Jeans by Category: % Value Growth 2022-2027
Table 84 □Forecast Sales of Men's Jeans by Category: Volume 2022-2027
Table 85 □Forecast Sales of Men's Jeans by Category: Value 2022-2027
Table 86 □Forecast Sales of Men's Jeans by Category: % Volume Growth 2022-2027
Table 87 □Forecast Sales of Men's Jeans by Category: % Value Growth 2022-2027
Table 88 □Forecast Sales of Women's Jeans by Category: Volume 2022-2027
Table 89 □Forecast Sales of Women's Jeans by Category: Value 2022-2027
Table 90 □Forecast Sales of Women's Jeans by Category: % Volume Growth 2022-2027
Table 91 □Forecast Sales of Women's Jeans by Category: % Value Growth 2022-2027

HOSIERY IN POLAND

KEY DATA FINDINGS

2022 DEVELOPMENTS

Hosiery sales register healthy growth as social conditions return to normal

Brick-and-mortar stores remain the primary sales channel for hosiery, despite the growth of e-commerce

Innovations in hosiery

PROSPECTS AND OPPORTUNITIES

Demand for hosiery to continue growing

Innovation will remain key to drawing consumer attention

Ecological impact of production will become increasingly important aspect

CATEGORY DATA

Table 92 Sales of Hosiery by Category: Volume 2017-2022

Table 93 Sales of Hosiery by Category: Value 2017-2022

Table 94 Sales of Hosiery by Category: % Volume Growth 2017-2022

Table 95 Sales of Hosiery by Category: % Value Growth 2017-2022

Table 96 NBO Company Shares of Hosiery: % Value 2018-2022

Table 97 LBN Brand Shares of Hosiery: % Value 2019-2022

Table 98 Forecast Sales of Hosiery by Category: Volume 2022-2027

Table 99 Forecast Sales of Hosiery by Category: Value 2022-2027

Table 100 Forecast Sales of Hosiery by Category: % Volume Growth 2022-2027

Table 101 □Forecast Sales of Hosiery by Category: % Value Growth 2022-2027

APPAREL ACCESSORIES IN POLAND

KEY DATA FINDINGS

2022 DEVELOPMENTS

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Return to the office boosts demand for ties and cufflinks
A renaissance in the popularity of berets, headbands and baseball caps
Scarves and neckerchiefs are also back in fashion
PROSPECTS AND OPPORTUNITIES
Further development of the category
E-commerce will continue to expand its penetration
Leather goods will continue to be affordable
CATEGORY DATA

Table 102 Sales of Apparel Accessories by Category: Volume 2017-2022
Table 103 Sales of Apparel Accessories by Category: Value 2017-2022
Table 104 Sales of Apparel Accessories by Category: % Volume Growth 2017-2022
Table 105 Sales of Apparel Accessories by Category: % Value Growth 2017-2022
Table 106 NBO Company Shares of Apparel Accessories: % Value 2018-2022
Table 107 LBN Brand Shares of Apparel Accessories: % Value 2019-2022
Table 108 Forecast Sales of Apparel Accessories by Category: Volume 2022-2027
Table 109 Forecast Sales of Apparel Accessories by Category: Value 2022-2027
Table 110 Forecast Sales of Apparel Accessories by Category: % Volume Growth 2022-2027
Table 111 Forecast Sales of Apparel Accessories by Category: % Value Growth 2022-2027

FOOTWEAR IN POLAND

KEY DATA FINDINGS

2022 DEVELOPMENTS

Inflationary pressures exert a downwards pressure on consumer purchasing power
Marketing key to success
Sports-inspired footwear and performance footwear remain popular

PROSPECTS AND OPPORTUNITIES

Solid demand predicted for footwear over the forecast period
Sustainability will remain key
A renaissance in the popularity of made-to-measure shoes
CATEGORY DATA
Table 112 Sales of Footwear by Category: Volume 2017-2022
Table 113 Sales of Footwear by Category: Value 2017-2022
Table 114 Sales of Footwear by Category: % Volume Growth 2017-2022
Table 115 Sales of Footwear by Category: % Value Growth 2017-2022
Table 116 NBO Company Shares of Footwear: % Value 2018-2022
Table 117 LBN Brand Shares of Footwear: % Value 2019-2022
Table 118 Distribution of Footwear by Format: % Value 2017-2022
Table 119 Forecast Sales of Footwear by Category: Volume 2022-2027
Table 120 Forecast Sales of Footwear by Category: Value 2022-2027
Table 121 Forecast Sales of Footwear by Category: % Volume Growth 2022-2027
Table 122 Forecast Sales of Footwear by Category: % Value Growth 2022-2027

Apparel and Footwear in Poland

Market Direction | 2022-12-29 | 90 pages | Euromonitor

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€1750.00
	Multiple User License (1 Site)	€3500.00
	Multiple User License (Global)	€5250.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	Phone*	
First Name*	Last Name*	
Job title*		
Company Name*	EU Vat / Tax ID / NIP number*	
Address*	City*	
Zip Code*	Country*	
	Date	2026-02-07
	Signature	

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com