

Womenswear in Poland

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

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Report description:

After a visible rebound in 2021, womenswear sees continued growth in sales in retail value and volume terms in 2022. This was mainly due to the reopening of shopping centres where most of the stores of the largest clothing chains are located. Although many female consumers continued shop online in the first half of the year due to newfound habits, the opportunity for many to visit a physical store, and enjoy the experience of trying on clothes after home seclusion was an important aspect in driv...

Euromonitor International's Womenswear 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: Women's Nightwear, Women's Outerwear, Women's Swimwear, Women's Underwear.

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

Why buy this report?

- * Get a detailed picture of the Womenswear 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.

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Table of Contents:

Womenswear in Poland
Euromonitor International
December 2022

List Of Contents And Tables

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 1 Sales of Womenswear by Category: Volume 2017-2022

Table 2 Sales of Womenswear by Category: Value 2017-2022

Table 3 Sales of Womenswear by Category: % Volume Growth 2017-2022

Table 4 Sales of Womenswear by Category: % Value Growth 2017-2022

Table 5 NBO Company Shares of Womenswear: % Value 2018-2022

Table 6 LBN Brand Shares of Womenswear: % Value 2019-2022

Table 7 NBO Company Shares of Women's Nightwear: % Value 2018-2022

Table 8 LBN Brand Shares of Women's Nightwear: % Value 2019-2022

Table 9 NBO Company Shares of Women's Outerwear: % Value 2018-2022

Table 10 LBN Brand Shares of Women's Outerwear: % Value 2019-2022

Table 11 NBO Company Shares of Women's Swimwear: % Value 2018-2022

Table 12 LBN Brand Shares of Women's Swimwear: % Value 2019-2022

Table 13 NBO Company Shares of Women's Underwear: % Value 2018-2022

Table 14 LBN Brand Shares of Women's Underwear: % Value 2019-2022

Table 15 Forecast Sales of Womenswear by Category: Volume 2022-2027

Table 16 Forecast Sales of Womenswear by Category: Value 2022-2027

Table 17 Forecast Sales of Womenswear by Category: % Volume Growth 2022-2027

Table 18 Forecast Sales of Womenswear by Category: % Value Growth 2022-2027

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

Table 20 Sales of Apparel and Footwear by Category: Value 2017-2022

Table 21 Sales of Apparel and Footwear by Category: % Volume Growth 2017-2022

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Table 22 Sales of Apparel and Footwear by Category: % Value Growth 2017-2022
Table 23 NBO Company Shares of Apparel and Footwear: % Value 2018-2022
Table 24 LBN Brand Shares of Apparel and Footwear: % Value 2019-2022
Table 25 Distribution of Apparel and Footwear by Format: % Value 2017-2022
Table 26 Distribution of Apparel and Footwear by Format and Category: % Value 2022
Table 27 Forecast Sales of Apparel and Footwear by Category: Volume 2022-2027
Table 28 □Forecast Sales of Apparel and Footwear by Category: Value 2022-2027
Table 29 □Forecast Sales of Apparel and Footwear by Category: % Volume Growth 2022-2027
Table 30 □Forecast Sales of Apparel and Footwear by Category: % Value Growth 2022-2027

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SOURCES

Summary 1 Research Sources

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