

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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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

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