

Discounters in Poland

Market Direction | 2023-03-14 | 36 pages | Euromonitor

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Report description:

Growth in discounters current value sales in 2022 was well up on 2021. This was mainly due to price hikes amidst soaring inflation, though trade was also bolstered by heightened budget-consciousness among consumers as the cost of living in Poland rose sharply. In particular, discounters benefited as falling purchasing power led many people to reduce spending on eating out and cook for themselves at home more often.

Euromonitor International's Discounters in Poland report offers insight into key trends and developments driving the industry. The report examines all retail channels to provide sector insight. Channels include hypermarkets, supermarkets, discounters, convenience stores, mixed retailers, health and beauty retailers, clothing and footwear retailers, furniture and furnishing stores, DIY and hardware stores, durable goods retailers, leisure and personal goods retailers. There are profiles of leading retailers, with analysis of their performance and the challenges they face. There is also analysis of non-store retailing: vending; homeshopping; internet retailing; direct selling, as available.

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

Why buy this report?

- * Get a detailed picture of the Discounters 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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