

## **Retail in Poland**

Market Direction | 2023-03-14 | 111 pages | Euromonitor

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### **Report description:**

While retail in Poland posted an improved result in terms of total current value sales growth in 2022, its performance in this respect was skewed by price increases as inflation rose rapidly due to the combined impact of the global recovery from the pandemic, Russia's invasion of Ukraine and the depreciation of the zloty. Despite the government's adoption of a wide range of measures to cushion the impact of inflationary pressures, a dramatic increase in living costs - especially energy bills - a...

Euromonitor International's Retail 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.

Product coverage: Retail E-Commerce, Retail Offline.

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

Why buy this report?

- \* Get a detailed picture of the Retail 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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reliable information resources to help drive informed strategic planning.

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Supermarkets well placed to tap into increased tendency of Poles to cook at home

Leading player Dino continues to rapidly expand its outlet network

Focus on online sales recedes somewhat with the easing of the pandemic

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