

## **Retail in Poland**

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

### **AVAILABLE LICENSES:**

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

### **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.

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

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

reliable information resources to help drive informed strategic planning.

## **Table of Contents:**

Retail in Poland

Euromonitor International

March 2023

List Of Contents And Tables

### **RETAIL IN POLAND**

#### **EXECUTIVE SUMMARY**

Retail in 2022: The big picture

Proximity shopping trend continues to fuel development of new retail parks

Retailers explore new ways to circumvent the ban on Sunday trading

What next for retail?

#### **OPERATING ENVIRONMENT**

Informal retail

Opening hours for physical retail

Summary 1      Standard Opening Hours by Channel Type 2022

Seasonality

Christmas

Easter

#### **MARKET DATA**

Table 1 Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2017-2022

Table 2 Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2017-2022

Table 3 Sales in Retail Offline by Channel: Value 2017-2022

Table 4 Sales in Retail Offline by Channel: % Value Growth 2017-2022

Table 5 Retail Offline Outlets by Channel: Units 2017-2022

Table 6 Retail Offline Outlets by Channel: % Unit Growth 2017-2022

Table 7 Sales in Retail E-Commerce by Product: Value 2017-2022

Table 8 Sales in Retail E-Commerce by Product: % Value Growth 2017-2022

Table 9 Grocery Retailers: Value Sales, Outlets and Selling Space 2017-2022

Table 10 □Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2017-2022

Table 11 □Sales in Grocery Retailers by Channel: Value 2017-2022

Table 12 □Sales in Grocery Retailers by Channel: % Value Growth 2017-2022

Table 13 □Grocery Retailers Outlets by Channel: Units 2017-2022

Table 14 □Grocery Retailers Outlets by Channel: % Unit Growth 2017-2022

Table 15 □Non-Grocery Retailers: Value Sales, Outlets and Selling Space 2017-2022

Table 16 □Non-Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2017-2022

Table 17 □Sales in Non-Grocery Retailers by Channel: Value 2017-2022

Table 18 □Sales in Non-Grocery Retailers by Channel: % Value Growth 2017-2022

Table 19 □Non-Grocery Retailers Outlets by Channel: Units 2017-2022

Table 20 □Non-Grocery Retailers Outlets by Channel: % Unit Growth 2017-2022

Table 21 □Retail GBO Company Shares: % Value 2018-2022

Table 22 □Retail GBN Brand Shares: % Value 2019-2022

Table 23 □Retail Offline GBO Company Shares: % Value 2018-2022

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

Table 24	□Retail Offline GBN Brand Shares: % Value 2019-2022
Table 25	□Retail Offline LBN Brand Shares: Outlets 2019-2022
Table 26	□Retail E-Commerce GBO Company Shares: % Value 2018-2022
Table 27	□Retail E-Commerce GBN Brand Shares: % Value 2019-2022
Table 28	□Grocery Retailers GBO Company Shares: % Value 2018-2022
Table 29	□Grocery Retailers GBN Brand Shares: % Value 2019-2022
Table 30	□Grocery Retailers LBN Brand Shares: Outlets 2019-2022
Table 31	□Non-Grocery Retailers GBO Company Shares: % Value 2018-2022
Table 32	□Non-Grocery Retailers GBN Brand Shares: % Value 2019-2022
Table 33	□Non-Grocery Retailers LBN Brand Shares: Outlets 2019-2022
Table 34	□Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2022-2027
Table 35	□Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2022-2027
Table 36	□Forecast Sales in Retail Offline by Channel: Value 2022-2027
Table 37	□Forecast Sales in Retail Offline by Channel: % Value Growth 2022-2027
Table 38	□Forecast Retail Offline Outlets by Channel: Units 2022-2027
Table 39	□Forecast Retail Offline Outlets by Channel: % Unit Growth 2022-2027
Table 40	□Forecast Sales in Retail E-Commerce by Product: Value 2022-2027
Table 41	□Forecast Sales in Retail E-Commerce by Product: % Value Growth 2022-2027
Table 42	□Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2022-2027
Table 43	□Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2022-2027
Table 44	□Forecast Sales in Grocery Retailers by Channel: Value 2022-2027
Table 45	□Forecast Sales in Grocery Retailers by Channel: % Value Growth 2022-2027
Table 46	□Forecast Grocery Retailers Outlets by Channel: Units 2022-2027
Table 47	□Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2022-2027
Table 48	□Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2022-2027
Table 49	□Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2022-2027
Table 50	□Forecast Sales in Non-Grocery Retailers by Channel: Value 2022-2027
Table 51	□Forecast Sales in Non-Grocery Retailers by Channel: % Value Growth 2022-2027
Table 52	□Forecast Non-Grocery Retailers Outlets by Channel: Units 2022-2027
Table 53	□Forecast Non-Grocery Retailers Outlets by Channel: % Unit Growth 2022-2027

## DISCLAIMER

## SOURCES

Summary 2 Research Sources

## CONVENIENCE RETAILERS IN POLAND

## KEY DATA FINDINGS

## 2022 DEVELOPMENTS

Independent small local grocers continue to join convenience stores chains

Zabka remains to the fore in adopting smarter and more sustainable solutions

Easing of the pandemic and influx of refugees boost trade for forecourt retailers

## PROSPECTS AND OPPORTUNITIES

Saturation and rising costs will slow growth in convenience stores outlet numbers

Forecourt retailers chains likely to deepen partnerships with petrol station operators

Automation trend expected to gain momentum in convenience stores

## CHANNEL DATA

Table 54 Convenience Retail: Value Sales, Outlets and Selling Space 2017-2022

Table 55 Convenience Retail: Value Sales, Outlets and Selling Space: % Growth 2017-2022

Table 56 Sales in Convenience Retailers by Channel: Value 2017-2022

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

Table 57 Sales in Convenience Retailers by Channel: % Value Growth 2017-2022

Table 58 Convenience Retail GBO Company Shares: % Value 2018-2022

Table 59 Convenience Retail GBN Brand Shares: % Value 2019-2022

Table 60 Convenience Retail LBN Brand Shares: Outlets 2019-2022

Table 61 Convenience Retail Forecasts: Value Sales, Outlets and Selling Space 2022-2027

Table 62 Convenience Retail Forecasts: Value Sales, Outlets and Selling Space: % Growth 2022-2027

Table 63 □Forecast Sales in Convenience Retailers by Channel: Value 2022-2027

Table 64 □Forecast Sales in Convenience Retailers by Channel: % Value Growth 2022-2027

## DISCOUNTERS IN POLAND

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Discounters benefit from heightened budget-consciousness among Poles

Chains explore other options for Sunday trading after postal loophole is closed

Discounters continue to strengthen their e-commerce capabilities

### PROSPECTS AND OPPORTUNITIES

Increased caution around spending will continue to favour discounters

Home cooking trend should encourage expansion of ready meal offers

Netto and Vollmart expected to gain ground

### CHANNEL DATA

Table 65 Discounters: Value Sales, Outlets and Selling Space 2017-2022

Table 66 Discounters: Value Sales, Outlets and Selling Space: % Growth 2017-2022

Table 67 Discounters GBO Company Shares: % Value 2018-2022

Table 68 Discounters GBN Brand Shares: % Value 2019-2022

Table 69 Discounters LBN Brand Shares: Outlets 2019-2022

Table 70 Discounters Forecasts: Value Sales, Outlets and Selling Space 2022-2027

Table 71 Discounters Forecasts: Value Sales, Outlets and Selling Space: % Growth 2022-2027

## HYPERMARKETS IN POLAND

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Withdrawal of Tesco undermines overall performance of hypermarkets

Competition from discounters and convenience stores continues to intensify

Strength of private label offers help chains to weather challenging trading conditions

### PROSPECTS AND OPPORTUNITIES

Hypermarkets will continue losing ground to other modern grocery retailers channels

Carrefour likely to further develop its franchise business and store-in-store concept

Leading chains will seek to leverage pricing and private label advantages

### CHANNEL DATA

Table 72 Hypermarkets: Value Sales, Outlets and Selling Space 2017-2022

Table 73 Hypermarkets: Value Sales, Outlets and Selling Space: % Growth 2017-2022

Table 74 Hypermarkets GBO Company Shares: % Value 2018-2022

Table 75 Hypermarkets GBN Brand Shares: % Value 2019-2022

Table 76 Hypermarkets LBN Brand Shares: Outlets 2019-2022

Table 77 Hypermarkets Forecasts: Value Sales, Outlets and Selling Space 2022-2027

Table 78 Hypermarkets Forecasts: Value Sales, Outlets and Selling Space: % Growth 2022-2027

## SUPERMARKETS 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](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

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

#### PROSPECTS AND OPPORTUNITIES

Supermarkets will continue to benefit from growing preference for proximity shopping

Competition from discounters expected to intensify

Intermarche set to trial new 'proximity' format

#### CHANNEL DATA

Table 79 Supermarkets: Value Sales, Outlets and Selling Space 2017-2022

Table 80 Supermarkets: Value Sales, Outlets and Selling Space: % Growth 2017-2022

Table 81 Supermarkets GBO Company Shares: % Value 2018-2022

Table 82 Supermarkets GBN Brand Shares: % Value 2019-2022

Table 83 Supermarkets LBN Brand Shares: Outlets 2019-2022

Table 84 Supermarkets Forecasts: Value Sales, Outlets and Selling Space 2022-2027

Table 85 Supermarkets Forecasts: Value Sales, Outlets and Selling Space: % Growth 2022-2027

#### SMALL LOCAL GROCERS IN POLAND

##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

Spike in inflation compounds long-term challenges faced by small local grocers

Foods/drink/tobacco specialists pose growing competitive threat

Number of formerly independent stores joining chains continues to rise

##### PROSPECTS AND OPPORTUNITIES

Declining trend set to persist throughout the forecast period

High inflation will continue to pose major problems in the short-to-medium term

Diversification may help some players to strengthen their competitiveness

#### CHANNEL DATA

Table 86 Small Local Grocers: Value Sales, Outlets and Selling Space 2017-2022

Table 87 Small Local Grocers: Value Sales, Outlets and Selling Space: % Growth 2017-2022

Table 88 Small Local Grocers GBO Company Shares: % Value 2018-2022

Table 89 Small Local Grocers GBN Brand Shares: % Value 2019-2022

Table 90 Small Local Grocers LBN Brand Shares: Outlets 2019-2022

Table 91 Small Local Grocers Forecasts: Value Sales, Outlets and Selling Space 2022-2027

Table 92 Small Local Grocers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2022-2027

#### APPAREL AND FOOTWEAR SPECIALISTS IN POLAND

##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

Inflationary pressures boost current value growth but subdue trade

Outlet numbers decline amidst soaring operating costs

Apparel and footwear specialists continue to strengthen omnichannel capabilities

##### PROSPECTS AND OPPORTUNITIES

Outlet numbers set to decline throughout the forecast period

Operators will continue to favour retail parks over shopping centres and high streets

Growing trade in second-hand items will increase focus on sustainability credentials

#### CHANNEL DATA

Table 93 Apparel and Footwear Specialists: Value Sales, Outlets and Selling Space 2017-2022

Table 94 Apparel and Footwear Specialists: Value Sales, Outlets and Selling Space: % Growth 2017-2022

Table 95 Apparel and Footwear Specialists GBO Company Shares: % Value 2018-2022

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

Table 96 Apparel and Footwear Specialists GBN Brand Shares: % Value 2019-2022

Table 97 Apparel and Footwear Specialists LBN Brand Shares: Outlets 2019-2022

Table 98 Apparel and Footwear Specialists Forecasts: Value Sales, Outlets and Selling Space 2022-2027

Table 99 Apparel and Footwear Specialists Forecasts: Value Sales, Outlets and Selling Space: % Growth 2022-2027

#### APPLIANCES AND ELECTRONICS SPECIALISTS IN POLAND

##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

Trade subdued by rising cost of living and slowdown in housing construction

Channel continues to lose ground to e-commerce platforms

Remote working and digital TV switchover boost demand for some product types

##### PROSPECTS AND OPPORTUNITIES

Downturn in trade expected to persist over 2023-2024

Outlet numbers set to continue declining as more purchases move online

Leading players expected to consolidate their positions

##### CHANNEL DATA

Table 100 Appliances and Electronics Specialists: Value Sales, Outlets and Selling Space 2017-2022

Table 101 Appliances and Electronics Specialists: Value Sales, Outlets and Selling Space: % Growth 2017-2022

Table 102 Appliances and Electronics Specialists GBO Company Shares: % Value 2018-2022

Table 103 Appliances and Electronics Specialists GBN Brand Shares: % Value 2019-2022

Table 104 Appliances and Electronics Specialists LBN Brand Shares: Outlets 2019-2022

Table 105 Appliances and Electronics Specialists Forecasts: Value Sales, Outlets and Selling Space 2022-2027

Table 106 Appliances and Electronics Specialists Forecasts: Value Sales, Outlets and Selling Space: % Growth 2022-2027

#### HEALTH AND BEAUTY SPECIALISTS IN POLAND

##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

Return to pre-pandemic lifestyles and influx of refugees bolster current value sales

Cost increases and trading down by consumers squeeze profit margins

German chain dm-Drogerie Markt enters Poland

##### PROSPECTS AND OPPORTUNITIES

Rising health- and image-consciousness among Poles will continue to boost trade

Strict regulation likely to cause further declines in pharmacies outlet numbers

Competition from e-commerce and other store-based retailers set to intensify

##### CHANNEL DATA

Table 107 Health and Beauty Specialists: Value Sales, Outlets and Selling Space 2017-2022

Table 108 Health and Beauty Specialists: Value Sales, Outlets and Selling Space: % Growth 2017-2022

Table 109 Sales in Health and Beauty Specialists by Channel: Value 2017-2022

Table 110 Sales in Health and Beauty Specialists by Channel: % Value Growth 2017-2022

Table 111 Health and Beauty Specialists GBO Company Shares: % Value 2018-2022

Table 112 Health and Beauty Specialists GBN Brand Shares: % Value 2019-2022

Table 113 Health and Beauty Specialists LBN Brand Shares: Outlets 2019-2022

Table 114 Health and Beauty Specialists Forecasts: Value Sales, Outlets and Selling Space 2022-2027

Table 115 Health and Beauty Specialists Forecasts: Value Sales, Outlets and Selling Space: % Growth 2022-2027

Table 116 □Forecast Sales in Health and Beauty Specialists by Channel: Value 2022-2027

Table 117 □Forecast Sales in Health and Beauty Specialists by Channel: % Value Growth 2022-2027

#### HOME PRODUCTS SPECIALISTS 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

Soaring inflation curbs spending on home renovation and interior design projects

Leading players develop new concepts and services

Homewares and home furnishing stores chains enhance sustainability credentials

#### PROSPECTS AND OPPORTUNITIES

Trading conditions likely to remain challenging in the short-to-medium term

Investment in omnichannel strategies set to continue rising

Black Red White expected to profit from partnership with XXXLutz Group

#### CHANNEL DATA

Table 118 Home Products Specialists: Value Sales, Outlets and Selling Space 2017-2022

Table 119 Home Products Specialists: Value Sales, Outlets and Selling Space: % Growth 2017-2022

Table 120 Sales in Home Products Specialists by Channel: Value 2017-2022

Table 121 Sales in Home Products Specialists by Channel: % Value Growth 2017-2022

Table 122 Home Products Specialists GBO Company Shares: % Value 2018-2022

Table 123 Home Products Specialists GBN Brand Shares: % Value 2019-2022

Table 124 Home Products Specialists LBN Brand Shares: Outlets 2019-2022

Table 125 Home Products Specialists Forecasts: Value Sales, Outlets and Selling Space 2022-2027

Table 126 Home Products Specialists Forecasts: Value Sales, Outlets and Selling Space: % Growth 2022-2027

Table 127 □Forecast Sales in Home Products Specialists by Channel: Value 2022-2027

Table 128 □Forecast Sales in Home Products Specialists by Channel: % Value Growth 2022-2027

#### GENERAL MERCHANDISE STORES IN POLAND

##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

Increased budget-consciousness among consumers favours variety stores

Retail parks a focal point as variety stores chains pursue rapid expansion plans

Popularity of department stores continues to decline

#### PROSPECTS AND OPPORTUNITIES

Growth in variety stores current value sales likely to slow but remain robust overall

Leading variety stores chains will continue expanding outlet networks

Rising costs will exacerbate long-term problems faced by department stores

#### CHANNEL DATA

Table 129 General Merchandise Stores: Value Sales, Outlets and Selling Space 2017-2022

Table 130 General Merchandise Stores: Value Sales, Outlets and Selling Space: % Growth 2017-2022

Table 131 Sales in General Merchandise Stores by Channel: Value 2017-2022

Table 132 Sales in General Merchandise Stores by Channel: % Value Growth 2017-2022

Table 133 General Merchandise Stores GBO Company Shares: % Value 2018-2022

Table 134 General Merchandise Stores GBN Brand Shares: % Value 2019-2022

Table 135 General Merchandise Stores LBN Brand Shares: Outlets 2019-2022

Table 136 General Merchandise Stores Forecasts: Value Sales, Outlets and Selling Space 2022-2027

Table 137 General Merchandise Stores Forecasts: Value Sales, Outlets and Selling Space: % Growth 2022-2027

Table 138 □Forecast Sales in General Merchandise Stores by Channel: Value 2022-2027

Table 139 □Forecast Sales in General Merchandise Stores by Channel: % Value Growth 2022-2027

#### DIRECT SELLING IN POLAND

##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

Direct selling companies continue to strengthen their online presence

Home care and consumer appliances direct selling grow fastest in value terms

More Poles become independent direct selling representatives

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## PROSPECTS AND OPPORTUNITIES

Outlook for direct selling is broadly favourable

Economic factors and regulatory volatility could temper growth potential

Investment in digital sales and marketing strategies set to remain high

## CHANNEL DATA

Table 140 Direct Selling by Product: Value 2017-2022

Table 141 Direct Selling by Product: % Value Growth 2017-2022

Table 142 Direct Selling GBO Company Shares: % Value 2018-2022

Table 143 Direct Selling GBN Brand Shares: % Value 2019-2022

Table 144 Direct Selling Forecasts by Product: Value 2022-2027

Table 145 Direct Selling Forecasts by Product: % Value Growth 2022-2027

## VENDING IN POLAND

### KEY DATA FINDINGS

### 2022 DEVELOPMENTS

Current value growth dips but trade remains buoyant on the whole

Hello Coffee launches New Cafe concept in hot drinks vending

Assortment of product types available via vending machines becomes more diverse

### PROSPECTS AND OPPORTUNITIES

Vending will continue to benefit from busier lifestyles and further diversification

More store-based retailers likely to utilise vending machines

Sustainability concerns set to gain influence over company strategies

## CHANNEL DATA

Table 146 Vending by Product: Value 2017-2022

Table 147 Vending by Product: % Value Growth 2017-2022

Table 148 Vending GBO Company Shares: % Value 2018-2022

Table 149 Vending GBN Brand Shares: % Value 2019-2022

Table 150 Vending Forecasts by Product: Value 2022-2027

Table 151 Vending Forecasts by Product: % Value Growth 2022-2027

## RETAIL E-COMMERCE IN POLAND

### KEY DATA FINDINGS

### 2022 DEVELOPMENTS

Pandemic-induced changes accelerate development of retail e-commerce

Deferred payment options continue to gain popularity

Demands for convenience stimulate greater focus on delivery times and mobile apps

### PROSPECTS AND OPPORTUNITIES

Retail e-commerce set to continue expanding at an impressive pace

Online trade in second-hand goods expected to increase

Local player Allegro likely to remain the clear leader among third party marketplaces

## CHANNEL DATA

Table 152 Retail E-Commerce by Channel: Value 2017-2022

Table 153 Retail E-Commerce by Channel: % Value Growth 2017-2022

Table 154 Retail E-Commerce by Product: Value 2017-2022

Table 155 Retail E-Commerce by Product: % Value Growth 2017-2022

Table 156 Retail E-Commerce GBO Company Shares: % Value 2018-2022

Table 157 Retail E-Commerce GBN Brand Shares: % Value 2019-2022

Table 158 Forecast Retail E-Commerce by Channel: Value 2022-2027

Table 159 Forecast Retail E-Commerce by Channel: % Value Growth 2022-2027

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)



Table 160 Forecast Retail E-Commerce by Product: Value 2022-2027

Table 161 □Forecast Retail E-Commerce by Product: % Value Growth 2022-2027

## Retail in Poland

Market Direction | 2023-03-14 | 111 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*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	2025-06-24
		Signature	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

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

www.scotts-international.com