

Supermarkets in Poland

Market Direction | 2023-03-14 | 37 pages | Euromonitor

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Report description:

A substantially improved performance by supermarkets in current value growth terms in 2022 was largely attributable to price increases as inflation in Poland rose dramatically due to the combined impact of the global recovery from the pandemic and Russia's invasion of Ukraine. However, like discounters, the channel also benefited as the resultant spike in living costs led many consumers to curb spending on visits to foodservice outlets and cook for themselves at home more often. Supermarkets ope...

Euromonitor International's Supermarkets 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 Supermarkets 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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Euromonitor International
March 2023

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