

General Merchandise Stores in Poland

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

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Report description:

In keeping with its performance throughout the review period, the variety stores channel recorded high double-digit growth in current value sales in 2022. The wide assortments and competitive pricing strategies of these retailers became more appealing to many Poles during the year as soaring inflation weakened purchasing power and caused the cost of living to rise dramatically. In particular, variety stores proved a popular choice among those seeking better deals on apparel, home furnishings and...

Euromonitor International's General Merchandise Stores 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: Department Stores, Variety Stores.

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

Why buy this report?

- * Get a detailed picture of the General Merchandise Stores 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.

Table of Contents:

General Merchandise Stores in Poland
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List Of Contents And Tables

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 1 General Merchandise Stores: Value Sales, Outlets and Selling Space 2017-2022
Table 2 General Merchandise Stores: Value Sales, Outlets and Selling Space: % Growth 2017-2022
Table 3 Sales in General Merchandise Stores by Channel: Value 2017-2022
Table 4 Sales in General Merchandise Stores by Channel: % Value Growth 2017-2022
Table 5 General Merchandise Stores GBO Company Shares: % Value 2018-2022
Table 6 General Merchandise Stores GBN Brand Shares: % Value 2019-2022
Table 7 General Merchandise Stores LBN Brand Shares: Outlets 2019-2022
Table 8 General Merchandise Stores Forecasts: Value Sales, Outlets and Selling Space 2022-2027
Table 9 General Merchandise Stores Forecasts: Value Sales, Outlets and Selling Space: % Growth 2022-2027
Table 10 □Forecast Sales in General Merchandise Stores by Channel: Value 2022-2027
Table 11 □Forecast Sales in General Merchandise Stores by Channel: % Value Growth 2022-2027

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

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Table 13	Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2017-2022
Table 14	Sales in Retail Offline by Channel: Value 2017-2022
Table 15	Sales in Retail Offline by Channel: % Value Growth 2017-2022
Table 16	Retail Offline Outlets by Channel: Units 2017-2022
Table 17	Retail Offline Outlets by Channel: % Unit Growth 2017-2022
Table 18	Sales in Retail E-Commerce by Product: Value 2017-2022
Table 19	Sales in Retail E-Commerce by Product: % Value Growth 2017-2022
Table 20	Grocery Retailers: Value Sales, Outlets and Selling Space 2017-2022
Table 21	□Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2017-2022
Table 22	□Sales in Grocery Retailers by Channel: Value 2017-2022
Table 23	□Sales in Grocery Retailers by Channel: % Value Growth 2017-2022
Table 24	□Grocery Retailers Outlets by Channel: Units 2017-2022
Table 25	□Grocery Retailers Outlets by Channel: % Unit Growth 2017-2022
Table 26	□Non-Grocery Retailers: Value Sales, Outlets and Selling Space 2017-2022
Table 27	□Non-Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2017-2022
Table 28	□Sales in Non-Grocery Retailers by Channel: Value 2017-2022
Table 29	□Sales in Non-Grocery Retailers by Channel: % Value Growth 2017-2022
Table 30	□Non-Grocery Retailers Outlets by Channel: Units 2017-2022
Table 31	□Non-Grocery Retailers Outlets by Channel: % Unit Growth 2017-2022
Table 32	□Retail GBO Company Shares: % Value 2018-2022
Table 33	□Retail GBN Brand Shares: % Value 2019-2022
Table 34	□Retail Offline GBO Company Shares: % Value 2018-2022
Table 35	□Retail Offline GBN Brand Shares: % Value 2019-2022
Table 36	□Retail Offline LBN Brand Shares: Outlets 2019-2022
Table 37	□Retail E-Commerce GBO Company Shares: % Value 2018-2022
Table 38	□Retail E-Commerce GBN Brand Shares: % Value 2019-2022
Table 39	□Grocery Retailers GBO Company Shares: % Value 2018-2022
Table 40	□Grocery Retailers GBN Brand Shares: % Value 2019-2022
Table 41	□Grocery Retailers LBN Brand Shares: Outlets 2019-2022
Table 42	□Non-Grocery Retailers GBO Company Shares: % Value 2018-2022
Table 43	□Non-Grocery Retailers GBN Brand Shares: % Value 2019-2022
Table 44	□Non-Grocery Retailers LBN Brand Shares: Outlets 2019-2022
Table 45	□Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2022-2027
Table 46	□Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2022-2027
Table 47	□Forecast Sales in Retail Offline by Channel: Value 2022-2027
Table 48	□Forecast Sales in Retail Offline by Channel: % Value Growth 2022-2027
Table 49	□Forecast Retail Offline Outlets by Channel: Units 2022-2027
Table 50	□Forecast Retail Offline Outlets by Channel: % Unit Growth 2022-2027
Table 51	□Forecast Sales in Retail E-Commerce by Product: Value 2022-2027
Table 52	□Forecast Sales in Retail E-Commerce by Product: % Value Growth 2022-2027
Table 53	□Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2022-2027
Table 54	□Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2022-2027
Table 55	□Forecast Sales in Grocery Retailers by Channel: Value 2022-2027
Table 56	□Forecast Sales in Grocery Retailers by Channel: % Value Growth 2022-2027
Table 57	□Forecast Grocery Retailers Outlets by Channel: Units 2022-2027
Table 58	□Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2022-2027
Table 59	□Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2022-2027

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Table 60 □Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2022-2027

Table 61 □Forecast Sales in Non-Grocery Retailers by Channel: Value 2022-2027

Table 62 □Forecast Sales in Non-Grocery Retailers by Channel: % Value Growth 2022-2027

Table 63 □Forecast Non-Grocery Retailers Outlets by Channel: Units 2022-2027

Table 64 □Forecast Non-Grocery Retailers Outlets by Channel: % Unit Growth 2022-2027

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SOURCES

Summary 2 Research Sources

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