

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.

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