

Experiential Luxury in Poland

Market Direction | 2023-10-09 | 20 pages | Euromonitor

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Report description:

Tourist visitor levels in Poland recovered in 2023, despite global macroeconomic pressures such as high inflation and the rapid escalation of living costs. This was an improvement on previous years when the pandemic prevented people from travelling. Since the pandemic, consumers have been keen to resume normal activity and enjoy real-life experiences, with many choosing to live life to the full and "do" as much as they can to enjoy themselves. This renewed demand means that Poland is seeing incr...

Euromonitor International's Experiential Luxury in Poland report offers a comprehensive guide to the size and shape of the Experiential Luxury market at a national level. It provides the latest retail sales data, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market and their effects on Experiential Luxury retailing along with the development of consumers' shopping patterns. Forecasts to 2027 illustrate how the market is set to change

Product coverage: Luxury Foodservice, Luxury Hotels.

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

Why buy this report?

- * Get a detailed picture of the Experiential Luxury 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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Luxury hotels records highest value increase within the overall category in 2023

Orbis SA retains the lead in experiential luxury in 2022 and is followed by InterContinental Hotels Group Plc

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