

Luxury Goods in Poland

Market Direction | 2023-10-09 | 42 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €1000.00
- Multiple User License (1 Site) €2000.00
- Multiple User License (Global) €3000.00

Report description:

Although Ecuador is applying greater fiscal discipline, economic freedom remains constrained by state influence and a weak rule of law. Economic growth is set to slow further and reliance on commodity exports is very high, but inflation is relatively well controlled. Elevated crime rates are negatively impacting societal progress, but population growth adds to the consumer market's appeal. Internet use is lower than some peers; however, legislative changes will benefit the telecoms sector.

Euromonitor International's Luxury Goods in Poland report offers a comprehensive guide to the size and shape of the Luxury Goods 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 Luxury Goods retailing along with the development of consumers' shopping patterns. Forecasts to 2027 illustrate how the market is set to change

Product coverage: Experiential Luxury, Fine Wines/Champagne and Spirits, Personal Luxury, Premium and Luxury Cars.

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

Why buy this report?

- * Get a detailed picture of the Luxury Goods 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 reliable information resources to help drive informed strategic planning.

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Table of Contents:

Luxury Goods in Poland
Euromonitor International
October 2023

List Of Contents And Tables

LUXURY GOODS IN POLAND

EXECUTIVE SUMMARY

Luxury goods in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for luxury goods?

MARKET DATA

Table 1 Sales of Luxury Goods by Category: Value 2018-2023

Table 2 Sales of Luxury Goods by Category: % Value Growth 2018-2023

Table 3 Inbound Receipts for Luxury Goods by Country of Origin: Value 2018-2023

Table 4 NBO Company Shares of Luxury Goods: % Value 2018-2023

Table 5 LBN Brand Shares of Luxury Goods: % Value 2019-2023

Table 6 Distribution of Luxury Goods by Format and Category: % Value 2023

Table 7 Forecast Sales of Luxury Goods by Category: Value 2023-2028

Table 8 Forecast Sales of Luxury Goods by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 Research Sources

EXPERIENTIAL LUXURY IN POLAND

KEY DATA FINDINGS

2023 DEVELOPMENTS

Current retail value sales of experiential luxury on the rise in 2023, though domestic tourism struggles

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

PROSPECTS AND OPPORTUNITIES

Retail value sales rise over the forecast period

Luxury hotels witnesses the best performance over the forecast period

Industry players in experiential luxury, including luxury hotels, adjust to changing consumer expectations

CATEGORY DATA

Table 9 Sales of Experiential Luxury by Category: Value 2018-2023

Table 10 Sales of Experiential Luxury by Category: % Value Growth 2018-2023

Table 11 NBO Company Shares of Experiential Luxury: % Value 2018-2023

Table 12 LBN Brand Shares of Experiential Luxury: % Value 2019-2022

Table 13 Forecast Sales of Experiential Luxury by Category: Value 2023-2028

Table 14 Forecast Sales of Experiential Luxury by Category: % Value Growth 2023-2028

FINE WINES/CHAMPAGNE AND SPIRITS IN POLAND

KEY DATA FINDINGS

2023 DEVELOPMENTS

Current retail value sales of fine wines/champagne and spirits grow in 2023

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Luxury spirits sees the most significant value sales in 2023

Wyborowa SA is the leading company in fine wines/champagne and spirits in 2022

PROSPECTS AND OPPORTUNITIES

Value sales rise in constant 2023 terms over 2023-2028

Fine wines experiences the fastest percentage CAGR rise during the forecast period

Vodka is back in favour over the forecast period

CATEGORY DATA

Table 15 Sales of Fine Wines/Champagne and Spirits by Category: Value 2018-2023

Table 16 Sales of Fine Wines/Champagne and Spirits by Category: % Value Growth 2018-2023

Table 17 NBO Company Shares of Fine Wines/Champagne and Spirits: % Value 2018-2022

Table 18 Distribution of Fine Wines/Champagne and Spirits by Format: % Value 2018-2023

Table 19 Forecast Sales of Fine Wines/Champagne and Spirits by Category: Value 2023-2028

Table 20 Forecast Sales of Fine Wines/Champagne and Spirits by Category: % Value Growth 2023-2028

PREMIUM AND LUXURY CARS IN POLAND

KEY DATA FINDINGS

2023 DEVELOPMENTS

Premium and luxury cars sees rising current retail value sales in 2023, however the number of cars is declining

Tesla a looming threat to established brands

Premium and luxury cars is led by Daimler AG in 2022

PROSPECTS AND OPPORTUNITIES

Value sales of premium and luxury cars rises over 2023-2028 with personalisation becoming increasingly important

Retail e-commerce grows in significance over the forecast period

Electric cars become more commonplace over the forecast period

CATEGORY DATA

Table 21 Sales of Premium and Luxury Cars: Value 2018-2023

Table 22 Sales of Premium and Luxury Cars by Category: % Value Growth 2018-2023

Table 23 NBO Company Shares of Premium and Luxury Cars: % Value 2018-2023

Table 24 LBN Brand Shares of Premium and Luxury Cars: % Value 2019-2023

Table 25 Forecast Sales of Premium and Luxury Cars: Value 2023-2028

Table 26 Forecast Sales of Premium and Luxury Cars: % Value Growth 2023-2028

PERSONAL LUXURY IN POLAND

KEY DATA FINDINGS

2023 DEVELOPMENTS

Personal luxury sees an increase in current retail value sales in 2023 thanks to Ukrainian refugees and the return of international tourists

Designer apparel and footwear (ready-to-wear) dominated by designer apparel (ready-to-wear)

Luxury eyewear enjoys increase in value sales

Retail value sales of luxury jewellery increase in 2023

Rise in value sales of luxury leather goods in 2023

Luxury wearables electronics sees value sales increase in 2023 thanks to increased focus on health and wellness, although the category remains small

Luxury timepieces enjoys value sales increase thanks to declining interest in traditional timepieces

Value sales of writing instruments and stationery on the increase in 2023

Value sales of super premium beauty and personal care rise as lifestyles return to normal in the wake of the pandemic

L'Oreal Polska Sp zoo holds the overall lead in personal luxury in 2022

PROSPECTS AND OPPORTUNITIES

Value sales of personal luxury in 2023 constant terms increase over the forecast period

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Designer apparel and footwear (ready-to-wear) remains the largest category in value terms in 2028 with super premium beauty and personal care the largest in volume terms

Luxury timepieces records the most dynamic percentage growth over the forecast period

CATEGORY DATA

Table 27 Sales of Personal Luxury by Category: Value 2018-2023

Table 28 Sales of Personal Luxury by Category: % Value Growth 2018-2023

Table 29 NBO Company Shares of Personal Luxury: % Value 2018-2023

Table 30 LBN Brand Shares of Personal Luxury: % Value 2019-2023

Table 31 Distribution of Personal Luxury by Format: % Value 2018-2023

Table 32 Forecast Sales of Personal Luxury by Category: Value 2023-2028

Table 33 Forecast Sales of Personal Luxury by Category: % Value Growth 2023-2028

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Luxury Goods in Poland

Market Direction | 2023-10-09 | 42 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@scott's-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€1000.00
	Multiple User Licence (1 Site)	€2000.00
	Multiple User Licence (Global)	€3000.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scott's-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	<input type="text" value="2026-02-21"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scott's-international.com

www.scott's-international.com