

Poland HoReCa Market Research Report Forecast to 2030

Market Report | 2023-11-29 | 70 pages | Market Research Future

AVAILABLE LICENSES:

- Single User Price \$2950.00
- Enterprisewide Price \$5250.00

Report description:

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Major Players

The Poland HoReCa market is projected to witness significant growth during the review period, exhibiting a CAGR of 6.55%. The market was estimated to be USD 9,998.36 million in 2022 and is expected to reach a value of USD 16,667.95 million by the end of the forecast period (2023-2030).

The Poland HoReCa market has grown significantly, due to a combination of factors. The increasing popularity of the country as a tourist destination has greatly expanded the customer base for hotels, which have been encouraged to step up their services and products to meet more diverse and discriminating clients. There was a growing demand for quality restaurants and accommodation, as visitors from around the world came to admire Poland's historic sites, beautiful cities, and natural beauty. There is a significant opportunity for market growth with the increasing preference of consumers towards sustainable and locally produced products. In alignment with growing 'farm to table' movements, which appeal to environmentally conscious consumers and improve the overall dining experience, restaurants that prioritize sourcing local ingredients from growers or producers can also embrace this trend. This approach does not only support local communities, but it also introduces a unique and authentic touch to the offering which sets businesses apart from competitors. However, the emergence of alternative dining and accommodation options, such as home-sharing platforms and food delivery services, has introduced new competition to the traditional HoReCa market. These options are convenient, cost effective and appealing to a segment of consumers who prefer convenience over full-service experience offered by traditional establishments to be able to afford them. The Poland government introduced tourist voucher for every child up to 18 years of age. Families could use PLN 500,00, and for a child with a disability certificate PLN 1000,00. The right to use the tourist voucher was granted to 6,5 million Polish children. Such support by the government has helped the Poland HoReCa market to recover from the COVID-19 impact.

Market Segmentation

Based on service type, the Poland HoReCa market has been segmented into hotels, restaurants, and cafes & pubs.

Based on category, the Poland HoReCa market has been bifurcated into the single outlet and HoReCa chain.

Major Players

The key players operating in the Poland HoReCa market include McDonald's, Yum! Brand, Subway IP LLC, Starbucks Coffee Company, Hyatt Corporation, Marriott International, Inc., Selgros, METRO AG, Iglotex S.A., and Eurocash Group

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