

Apparel and Footwear in Poland

Market Direction | 2023-11-27 | 86 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €1750.00
- Multiple User License (1 Site) €3500.00
- Multiple User License (Global) €5250.00

Report description:

The prevailing inflationary pressures in Poland have wielded a substantial influence over apparel and footwear in 2023. Escalating living costs have prompted a gradual shift among Polish consumers towards more affordable brands and private label. As production and raw material expenses continue to soar, manufacturers are compelled to adjust their pricing strategies, resulting in higher average unit prices for both apparel and footwear. Consequently, while there is a notable surge in value terms,...

Euromonitor International's Apparel and Footwear in Poland report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022 and analysis by distribution format allowing you to identify the sectors driving growth. It identifies the leading companies, leading brands, and offers strategic analysis of key factors influencing the market. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Apparel, Footwear, Sportswear.

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

Why buy this report?

- * Get a detailed picture of the Apparel and Footwear 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:

Apparel and Footwear in Poland
Euromonitor International
November 2023

List Of Contents And Tables

APPAREL AND FOOTWEAR IN POLAND

EXECUTIVE SUMMARY

Apparel and footwear in 2023: The big picture
2023 key trends
Competitive landscape
Retailing developments
What next for apparel and footwear?

MARKET DATA

Table 1 Sales of Apparel and Footwear by Category: Volume 2018-2023
Table 2 Sales of Apparel and Footwear by Category: Value 2018-2023
Table 3 Sales of Apparel and Footwear by Category: % Volume Growth 2018-2023
Table 4 Sales of Apparel and Footwear by Category: % Value Growth 2018-2023
Table 5 NBO Company Shares of Apparel and Footwear: % Value 2019-2023
Table 6 LBN Brand Shares of Apparel and Footwear: % Value 2020-2023
Table 7 Distribution of Apparel and Footwear by Format: % Value 2018-2023
Table 8 Distribution of Apparel and Footwear by Format and Category: % Value 2023
Table 9 Forecast Sales of Apparel and Footwear by Category: Volume 2023-2028
Table 10 □Forecast Sales of Apparel and Footwear by Category: Value 2023-2028
Table 11 □Forecast Sales of Apparel and Footwear by Category: % Volume Growth 2023-2028
Table 12 □Forecast Sales of Apparel and Footwear by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 Research Sources

WOMENSWEAR IN POLAND

KEY DATA FINDINGS

2023 DEVELOPMENTS

Persistent high inflation drives retail value growth
LPP SA maintains leadership position in 2023
Cost of living crisis fuels popularity of economy-priced womenswear in 2023

PROSPECTS AND OPPORTUNITIES

Brick-and-mortar stores maintain dominance as primary distribution channel
Anticipated demand surge amid disinflation
Decline expected in formal apparel demand over forecast period

CATEGORY DATA

Table 13 Sales of Womenswear by Category: Volume 2018-2023
Table 14 Sales of Womenswear by Category: Value 2018-2023
Table 15 Sales of Womenswear by Category: % Volume Growth 2018-2023
Table 16 Sales of Womenswear by Category: % Value Growth 2018-2023
Table 17 NBO Company Shares of Womenswear: % Value 2019-2023
Table 18 LBN Brand Shares of Womenswear: % Value 2020-2023

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Table 19 NBO Company Shares of Women's Nightwear: % Value 2019-2023
Table 20 LBN Brand Shares of Women's Nightwear: % Value 2020-2023
Table 21 NBO Company Shares of Women's Outerwear: % Value 2019-2023
Table 22 □LBN Brand Shares of Women's Outerwear: % Value 2020-2023
Table 23 □NBO Company Shares of Women's Swimwear: % Value 2019-2023
Table 24 □LBN Brand Shares of Women's Swimwear: % Value 2020-2023
Table 25 □NBO Company Shares of Women's Underwear: % Value 2019-2023
Table 26 □LBN Brand Shares of Women's Underwear: % Value 2020-2023
Table 27 □Forecast Sales of Womenswear by Category: Volume 2023-2028
Table 28 □Forecast Sales of Womenswear by Category: Value 2023-2028
Table 29 □Forecast Sales of Womenswear by Category: % Volume Growth 2023-2028
Table 30 □Forecast Sales of Womenswear by Category: % Value Growth 2023-2028

MENSWEAR IN POLAND

KEY DATA FINDINGS

2023 DEVELOPMENTS

Tourism continues to drive swimwear sales
Local producer maintains the leading position
Climate change causes a shift in consumer behaviour

PROSPECTS AND OPPORTUNITIES

Casual styles expected to gain momentum among office workers
Inflation expected to stifle growth in volume terms
Surge in fashion interest to drive e-commerce expansion

CATEGORY DATA

Table 31 Sales of Menswear by Category: Volume 2018-2023
Table 32 Sales of Menswear by Category: Value 2018-2023
Table 33 Sales of Menswear by Category: % Volume Growth 2018-2023
Table 34 Sales of Menswear by Category: % Value Growth 2018-2023
Table 35 NBO Company Shares of Menswear: % Value 2019-2023
Table 36 LBN Brand Shares of Menswear: % Value 2020-2023
Table 37 NBO Company Shares of Men's Nightwear: % Value 2019-2023
Table 38 LBN Brand Shares of Men's Nightwear: % Value 2020-2023
Table 39 NBO Company Shares of Men's Outerwear: % Value 2019-2023
Table 40 □LBN Brand Shares of Men's Outerwear: % Value 2020-2023
Table 41 □NBO Company Shares of Men's Swimwear: % Value 2019-2023
Table 42 □LBN Brand Shares of Men's Swimwear: % Value 2020-2023
Table 43 □NBO Company Shares of Men's Underwear: % Value 2019-2023
Table 44 □LBN Brand Shares of Men's Underwear: % Value 2020-2023
Table 45 □Forecast Sales of Menswear by Category: Volume 2023-2028
Table 46 □Forecast Sales of Menswear by Category: Value 2023-2028
Table 47 □Forecast Sales of Menswear by Category: % Volume Growth 2023-2028
Table 48 □Forecast Sales of Menswear by Category: % Value Growth 2023-2028

CHILDRENSWEAR IN POLAND

KEY DATA FINDINGS

2023 DEVELOPMENTS

Cost of living crisis fuels expansion of second-hand shopping trend
Brands embrace sustainability in response to growing trends
Girls' apparel emerges as the fastest-growing segment in 2023

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

PROSPECTS AND OPPORTUNITIES

Brand collaborations expected to drive demand

Projected economic recovery to boost volume sales

Declining birth rate forecasted to impact demand

CATEGORY DATA

Table 49 Sales of Childrenswear by Category: Volume 2018-2023

Table 50 Sales of Childrenswear by Category: Value 2018-2023

Table 51 Sales of Childrenswear by Category: % Volume Growth 2018-2023

Table 52 Sales of Childrenswear by Category: % Value Growth 2018-2023

Table 53 NBO Company Shares of Childrenswear: % Value 2019-2023

Table 54 LBN Brand Shares of Childrenswear: % Value 2020-2023

Table 55 Forecast Sales of Childrenswear by Category: Volume 2023-2028

Table 56 Forecast Sales of Childrenswear by Category: Value 2023-2028

Table 57 Forecast Sales of Childrenswear by Category: % Volume Growth 2023-2028

Table 58 □Forecast Sales of Childrenswear by Category: % Value Growth 2023-2028

SPORTSWEAR IN POLAND

KEY DATA FINDINGS

2023 DEVELOPMENTS

High inflation boosts value sales growth in sportswear

Multinationals maintain dominance in sportswear

Sustainability drives innovation in sportswear

PROSPECTS AND OPPORTUNITIES

Athleisure trend set to sustain demand

E-commerce growth and emphasis on mobile commerce

Production costs to drive price increases

CATEGORY DATA

Table 59 Sales of Sportswear by Category: Value 2018-2023

Table 60 Sales of Sportswear by Category: % Value Growth 2018-2023

Table 61 NBO Company Shares of Sportswear: % Value 2019-2023

Table 62 LBN Brand Shares of Sportswear: % Value 2020-2023

Table 63 Distribution of Sportswear by Format: % Value 2018-2023

Table 64 Forecast Sales of Sportswear by Category: Value 2023-2028

Table 65 Forecast Sales of Sportswear by Category: % Value Growth 2023-2028

JEANS IN POLAND

KEY DATA FINDINGS

2023 DEVELOPMENTS

Circular fashion drives innovation in denim production

Fashion trend cycles impact jeans demand

Premium segments exhibit resilience amid rising prices

PROSPECTS AND OPPORTUNITIES

Economy segment's continued dominance in jeans

Rise in e-commerce amidst preference for convenience

Jeans emerge as preferred office wear

CATEGORY DATA

Table 66 Sales of Jeans by Category: Volume 2018-2023

Table 67 Sales of Jeans by Category: Value 2018-2023

Table 68 Sales of Jeans by Category: % Volume Growth 2018-2023

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Table 69 Sales of Jeans by Category: % Value Growth 2018-2023
 Table 70 Sales of Men's Jeans by Category: Volume 2018-2023
 Table 71 Sales of Men's Jeans by Category: Value 2018-2023
 Table 72 Sales of Men's Jeans by Category: % Volume Growth 2018-2023
 Table 73 Sales of Men's Jeans by Category: % Value Growth 2018-2023
 Table 74 Sales of Women's Jeans by Category: Volume 2018-2023
 Table 75 □Sales of Women's Jeans by Category: Value 2018-2023
 Table 76 □Sales of Women's Jeans by Category: % Volume Growth 2018-2023
 Table 77 □Sales of Women's Jeans by Category: % Value Growth 2018-2023
 Table 78 □NBO Company Shares of Jeans: % Value 2019-2023
 Table 79 □LBN Brand Shares of Jeans: % Value 2020-2023
 Table 80 □Forecast Sales of Jeans by Category: Volume 2023-2028
 Table 81 □Forecast Sales of Jeans by Category: Value 2023-2028
 Table 82 □Forecast Sales of Jeans by Category: % Volume Growth 2023-2028
 Table 83 □Forecast Sales of Jeans by Category: % Value Growth 2023-2028
 Table 84 □Forecast Sales of Men's Jeans by Category: Volume 2023-2028
 Table 85 □Forecast Sales of Men's Jeans by Category: Value 2023-2028
 Table 86 □Forecast Sales of Men's Jeans by Category: % Volume Growth 2023-2028
 Table 87 □Forecast Sales of Men's Jeans by Category: % Value Growth 2023-2028
 Table 88 □Forecast Sales of Women's Jeans by Category: Volume 2023-2028
 Table 89 □Forecast Sales of Women's Jeans by Category: Value 2023-2028
 Table 90 □Forecast Sales of Women's Jeans by Category: % Volume Growth 2023-2028
 Table 91 □Forecast Sales of Women's Jeans by Category: % Value Growth 2023-2028

HOSIERY IN POLAND

KEY DATA FINDINGS

2023 DEVELOPMENTS

Inflationary pressures propel growth in economy hosiery

Fashion trends boost sheer hosiery sales

Production cost surge elevates unit prices

PROSPECTS AND OPPORTUNITIES

Consumer shifts towards sustainability transform hosiery

E-commerce set to expand further in hosiery sales

Innovation drives competition in a mature product area

CATEGORY DATA

Table 92 Sales of Hosiery by Category: Volume 2018-2023
 Table 93 Sales of Hosiery by Category: Value 2018-2023
 Table 94 Sales of Hosiery by Category: % Volume Growth 2018-2023
 Table 95 Sales of Hosiery by Category: % Value Growth 2018-2023
 Table 96 NBO Company Shares of Hosiery: % Value 2019-2023
 Table 97 LBN Brand Shares of Hosiery: % Value 2020-2023
 Table 98 Forecast Sales of Hosiery by Category: Volume 2023-2028
 Table 99 Forecast Sales of Hosiery by Category: Value 2023-2028
 Table 100 Forecast Sales of Hosiery by Category: % Volume Growth 2023-2028
 Table 101 □Forecast Sales of Hosiery by Category: % Value Growth 2023-2028

APPAREL ACCESSORIES IN POLAND

KEY DATA FINDINGS

2023 DEVELOPMENTS

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Fashion trends drive demand for classic accessories

Decline in face mask sales post restrictions easing

LPP SA's dominance in apparel accessories

PROSPECTS AND OPPORTUNITIES

Changing office dynamics dampen tie sales

Surge in preference for economy-priced apparel accessories

Embracing natural fibres in accessory choices

CATEGORY DATA

Table 102 Sales of Apparel Accessories by Category: Volume 2018-2023

Table 103 Sales of Apparel Accessories by Category: Value 2018-2023

Table 104 Sales of Apparel Accessories by Category: % Volume Growth 2018-2023

Table 105 Sales of Apparel Accessories by Category: % Value Growth 2018-2023

Table 106 NBO Company Shares of Apparel Accessories: % Value 2019-2023

Table 107 LBN Brand Shares of Apparel Accessories: % Value 2020-2023

Table 108 Forecast Sales of Apparel Accessories by Category: Volume 2023-2028

Table 109 Forecast Sales of Apparel Accessories by Category: Value 2023-2028

Table 110 Forecast Sales of Apparel Accessories by Category: % Volume Growth 2023-2028

Table 111 □Forecast Sales of Apparel Accessories by Category: % Value Growth 2023-2028

FOOTWEAR IN POLAND

KEY DATA FINDINGS

2023 DEVELOPMENTS

Climate variability shapes consumer purchasing habits

E-commerce growth moderates post-COVID-19 surge

CCC SA sustains dominance in fragmented footwear

PROSPECTS AND OPPORTUNITIES

Sports goods stores maintain dominance in footwear retail

Inflationary pressures pose challenges to footwear growth

Focus on sustainability reshapes footwear manufacturing

CATEGORY DATA

Table 112 Sales of Footwear by Category: Volume 2018-2023

Table 113 Sales of Footwear by Category: Value 2018-2023

Table 114 Sales of Footwear by Category: % Volume Growth 2018-2023

Table 115 Sales of Footwear by Category: % Value Growth 2018-2023

Table 116 NBO Company Shares of Footwear: % Value 2019-2023

Table 117 LBN Brand Shares of Footwear: % Value 2020-2023

Table 118 Distribution of Footwear by Format: % Value 2018-2023

Table 119 Forecast Sales of Footwear by Category: Volume 2023-2028

Table 120 Forecast Sales of Footwear by Category: Value 2023-2028

Table 121 □Forecast Sales of Footwear by Category: % Volume Growth 2023-2028

Table 122 □Forecast Sales of Footwear 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

Apparel and Footwear in Poland

Market Direction | 2023-11-27 | 86 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@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€1750.00
	Multiple User License (1 Site)	€3500.00
	Multiple User License (Global)	€5250.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-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="2025-05-03"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com