

## **Womenswear in Poland**

Market Direction | 2023-11-27 | 28 pages | Euromonitor

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### **Report description:**

As inflation in Poland continues to outpace the EU average, many Polish consumers are curtailing their expenditure on non-essential items like apparel. They are opting for more affordable brands, private label, and second-hand items. Women's wear prices, influenced by inflation, have surged, thereby bolstering market growth with a double-digit increase in value terms, while experiencing only marginal growth in volume terms.

Euromonitor International's Womenswear 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: Women's Nightwear, Women's Outerwear, Women's Swimwear, Women's Underwear.

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

Why buy this report?

- \* Get a detailed picture of the Womenswear 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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LPP SA maintains leadership position in 2023

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