

Childrenswear in Poland

Market Direction | 2023-11-27 | 17 pages | Euromonitor

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Report description:

Over recent years, second-hand shopping gained global traction, primarily among Gen Z. This trend has now transcended demographics, notably appealing to parents of small children. With Poland's ongoing cost of living crisis and the rapid growth of children outgrowing their clothing, many Polish parents are increasingly turning to platforms like Vinted for purchasing childrenswear, seeking cost-effective and sustainable solutions.

Euromonitor International's Childrenswear 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: Baby and Toddler Wear, Boys' Apparel, Girls' Apparel.

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

Why buy this report?

- * Get a detailed picture of the Childrenswear 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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