

Apparel and Footwear in Poland

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

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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.

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