

## **Apparel and Footwear Specialists in Poland**

Market Direction | 2024-03-07 | 37 pages | Euromonitor

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### **Report description:**

Apparel and footwear specialists recorded moderate value sales growth in 2023. A positive impact on the channel is the rapidly changing fashion that drives the sale of fast fashion, and even the visible trend of ultra-fast fashion, where consumers buy clothes that are only worn on one occasion. Growth is also a result of an increase in the prices of apparel and footwear in bricks and mortar stores.

Euromonitor International's Apparel and Footwear Specialists in Poland report offers insight into key trends and developments driving the industry. The report examines all retail channels to provide sector insight. Channels include hypermarkets, supermarkets, discounters, convenience stores, mixed retailers, health and beauty retailers, clothing and footwear retailers, furniture and furnishing stores, DIY and hardware stores, durable goods retailers, leisure and personal goods retailers. There are profiles of leading retailers, with analysis of their performance and the challenges they face. There is also analysis of non-store retailing: vending; homeshopping; internet retailing; direct selling, as available.

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 Specialists 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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Consumers continue looking for savings as inflation puts pressure on their disposable incomes

The number of offline stores is decreasing due to a growing shift towards retail e-commerce

Stores open in retail parks in response to consumer demand

#### PROSPECTS AND OPPORTUNITIES

Ongoing decline in outlet numbers with the channel characterised by fast fashion

Apparel and footwear chains focus on retail e-commerce at the expense of their offline stores

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