

Discounters in Poland

Market Direction | 2024-03-07 | 35 pages | Euromonitor

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Report description:

Discounters recorded double-digit value sales growth in 2023. Discounters are successful thanks to convenient locations and a wide range of goods, including groceries, clothing, electronics, household items and beauty and personal care in one place. This channel's offer attracts customers who value the variety of products, availability and convenience of shopping. Discounters often organise various types of promotions, price reductions, loyalty programmes and other attractive offers. The chains...

Euromonitor International's Discounters 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 Discounters 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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