

Supermarkets in Poland

Market Direction | 2024-03-07 | 36 pages | Euromonitor

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Report description:

Supermarkets recorded strong growth in value sales in 2023. The upward trend in the number of supermarkets also continued in 2023 with supermarkets recording the highest growth in grocery retailers during the year. Proximity supermarkets, ie local supermarkets, is developing particularly quickly, attractive primarily due to their convenient location for consumers as they are close to their places of residence. Supermarkets compete mainly on the basis of quality and a large selection of fresh pro...

Euromonitor International's Supermarkets 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 Supermarkets 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Table of Contents:

Supermarkets in Poland
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List Of Contents And Tables

SUPERMARKETS IN POLAND

KEY DATA FINDINGS

2023 DEVELOPMENTS

Plenty of scope for new entrants in the Polish supermarkets landscape

Dino outperforms other supermarket chains thanks to expansion and the introduction of renewable energy

Auchan focuses on development through franchising, Scan & Go services and the launch of parcel lockers in cooperation with InPost

PROSPECTS AND OPPORTUNITIES

Continued potential for growth in supermarkets over the forecast period

Operating results deteriorate due to macroeconomic environment

Dino Polska SA continues its establishment of Zielony Rynek retail parks over the forecast period

CHANNEL DATA

Table 1 Supermarkets: Value Sales, Outlets and Selling Space 2018-2023

Table 2 Supermarkets: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 3 Supermarkets GBO Company Shares: % Value 2019-2023

Table 4 Supermarkets GBN Brand Shares: % Value 2020-2023

Table 5 Supermarkets LBN Brand Shares: Outlets 2020-2023

Table 6 Supermarkets Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 7 Supermarkets Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

RETAIL IN POLAND

EXECUTIVE SUMMARY

Retail in 2023: The big picture

The number of retail stores is falling

Retail parks become a permanent part of the Polish retail landscape

What next for retail?

OPERATING ENVIRONMENT

Informal retail

Opening hours for physical retail

Summary 1 Standard Opening Hours by Channel Type 2023

Seasonality

Christmas

Easter

MARKET DATA

Table 8 Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2018-2023

Table 9 Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2018-2023

Table 10 Sales in Retail Offline by Channel: Value 2018-2023

Table 11 Sales in Retail Offline by Channel: % Value Growth 2018-2023

Table 12 Retail Offline Outlets by Channel: Units 2018-2023

Table 13 Retail Offline Outlets by Channel: % Unit Growth 2018-2023

Table 14 Sales in Retail E-Commerce by Product: Value 2018-2023

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Table 15	Sales in Retail E-Commerce by Product: % Value Growth 2018-2023
Table 16	Grocery Retailers: Value Sales, Outlets and Selling Space 2018-2023
Table 17	□Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2018-2023
Table 18	□Sales in Grocery Retailers by Channel: Value 2018-2023
Table 19	□Sales in Grocery Retailers by Channel: % Value Growth 2018-2023
Table 20	□Grocery Retailers Outlets by Channel: Units 2018-2023
Table 21	□Grocery Retailers Outlets by Channel: % Unit Growth 2018-2023
Table 22	□Non-Grocery Retailers: Value Sales, Outlets and Selling Space 2018-2023
Table 23	□Non-Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2018-2023
Table 24	□Sales in Non-Grocery Retailers by Channel: Value 2018-2023
Table 25	□Sales in Non-Grocery Retailers by Channel: % Value Growth 2018-2023
Table 26	□Non-Grocery Retailers Outlets by Channel: Units 2018-2023
Table 27	□Non-Grocery Retailers Outlets by Channel: % Unit Growth 2018-2023
Table 28	□Retail GBO Company Shares: % Value 2019-2023
Table 29	□Retail GBN Brand Shares: % Value 2020-2023
Table 30	□Retail Offline GBO Company Shares: % Value 2019-2023
Table 31	□Retail Offline GBN Brand Shares: % Value 2020-2023
Table 32	□Retail Offline LBN Brand Shares: Outlets 2020-2023
Table 33	□Retail E-Commerce GBO Company Shares: % Value 2019-2023
Table 34	□Retail E-Commerce GBN Brand Shares: % Value 2020-2023
Table 35	□Grocery Retailers GBO Company Shares: % Value 2019-2023
Table 36	□Grocery Retailers GBN Brand Shares: % Value 2020-2023
Table 37	□Grocery Retailers LBN Brand Shares: Outlets 2020-2023
Table 38	□Non-Grocery Retailers GBO Company Shares: % Value 2019-2023
Table 39	□Non-Grocery Retailers GBN Brand Shares: % Value 2020-2023
Table 40	□Non-Grocery Retailers LBN Brand Shares: Outlets 2020-2023
Table 41	□Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2023-2028
Table 42	□Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2023-2028
Table 43	□Forecast Sales in Retail Offline by Channel: Value 2023-2028
Table 44	□Forecast Sales in Retail Offline by Channel: % Value Growth 2023-2028
Table 45	□Forecast Retail Offline Outlets by Channel: Units 2023-2028
Table 46	□Forecast Retail Offline Outlets by Channel: % Unit Growth 2023-2028
Table 47	□Forecast Sales in Retail E-Commerce by Product: Value 2023-2028
Table 48	□Forecast Sales in Retail E-Commerce by Product: % Value Growth 2023-2028
Table 49	□Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2023-2028
Table 50	□Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028
Table 51	□Forecast Sales in Grocery Retailers by Channel: Value 2023-2028
Table 52	□Forecast Sales in Grocery Retailers by Channel: % Value Growth 2023-2028
Table 53	□Forecast Grocery Retailers Outlets by Channel: Units 2023-2028
Table 54	□Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2023-2028
Table 55	□Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2023-2028
Table 56	□Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028
Table 57	□Forecast Sales in Non-Grocery Retailers by Channel: Value 2023-2028
Table 58	□Forecast Sales in Non-Grocery Retailers by Channel: % Value Growth 2023-2028
Table 59	□Forecast Non-Grocery Retailers Outlets by Channel: Units 2023-2028
Table 60	□Forecast Non-Grocery Retailers Outlets by Channel: % Unit Growth 2023-2028
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