

Hypermarkets in Poland

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Report description:

Hypermarkets recoded low growth in value sales in 2023 and was by far the weakest performer among modern grocery retailers. The channel struggles with consumers' disinclination to buy groceries in large shopping centres on the outskirts of cities. Consumers increasingly prefer smaller formats, located closer to home, which makes shopping less time-consuming.

Euromonitor International's Hypermarkets 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 Hypermarkets 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.

Table of Contents:

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List Of Contents And Tables

HYPERMARKETS IN POLAND

KEY DATA FINDINGS

2023 DEVELOPMENTS

Changing consumer habits are increasingly adverse for growth of hypermarkets

Kaufland develops compact hypermarkets that are better positioned for growth as they appeal to consumers seeking to shop in locations closer to home

Carrefour trials a variety of services in its hypermarkets to retain consumers

PROSPECTS AND OPPORTUNITIES

Necessary changes required for hypermarkets seeking to remain relevant

A smaller selling space welcomed by consumers

Carrefour tests its Maxi concept in Poland with the aim of focusing more on private label and on reducing the food range

CHANNEL DATA

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

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

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

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

Table 5 Hypermarkets LBN Brand Shares: Outlets 2020-2023

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

Table 7 Hypermarkets 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

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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Summary 2 Research Sources

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