

## **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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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

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