

Consumer Lifestyles in Poland

Market Direction | 2024-06-10 | 55 pages | Euromonitor

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Report description:

Consumer Lifestyles offers valuable insights into key consumer attitudes and current thinking, and their impact on purchasing and consumption habits; quantifying behaviours, preferences and motivations, and aligning them with broader trends.

Euromonitor's Consumer Lifestyles in Poland report analyses factors influencing national consumer expenditure. Consumer lifestyles reports include coverage of: population, urban development, home ownership, household profiles, labour, income, consumer and family expenditure, health, education, eating habits, drinking habits, shopping habits, personal grooming, clothing, leisure habits, savings and investments, media, communication, transport and travel and tourism. Use this report to understand the factors influencing a nation's lifestyle choices.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Consumer Overview 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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Table of Contents:

Scope

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Consumer landscape in Poland 2024

Personal traits and values

Polish consumers eager to simplify their lives

Poles prioritise spending time with their closest partners or spouse

Older generations more likely to give back to those in need

Consumers in Poland open to trying new offerings after doing their own product research

Gen Z have the most positive outlook on life

Personal traits and values survey highlights

Home life and leisure time

Domestic chores are the most frequent home activity for Polish consumers

Millennials use social media the most frequently in Poland

Baby boomers seek out energy-efficient homes more than other generations do

Older generations more inclined to prefer homes with access to green spaces

Consumers in Poland desire unwinding and relaxing when travelling

Home life and leisure time survey highlights

Eating and dietary habits

Gen Z much more cognisant of their calorie intake

Baby boomers list disinterest as their biggest barrier to cooking

Polish consumers generally cook their own food

Gen Z more prone to food allergies or intolerances

Poles are willing to pay a premium for products that taste better

Eating and dietary habits survey highlights

Working life

Poles want to work with like-minded colleagues

Consumers in Poland want to work close to home, especially parents with children

Younger generations more motivated by a higher salary

Polish consumers would prefer to work from home

Working life survey highlights

Health and wellness

Poles' most popular weekly exercise proves to be cycling

Gen Z prefer physical activities to relieve stress

Consumers consider health and nutritional properties the most influential product feature

Millennials are Poland's most avid users of health and fitness tracking apps

Health and wellness survey highlights

Shopping and spending

Poles enjoy a good deal

Older generations more inclined to enjoy window-shopping

Gen X most likely to prefer products with easily understood labels

Younger Poles more inclined to buy second-hand goods

Poles often sell used or second-hand items

Older generations are less likely to engage with businesses' social media content

Millennials most likely to read product reviews online

Polish consumers foresee increased spending on health and wellness

Baby boomers more likely to manage their day-to-day costs with credit

Shopping and spending survey highlights

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