

## **Consumer Values and Behaviour in Poland**

Market Direction | 2024-06-11 | 58 pages | Euromonitor

### **AVAILABLE LICENSES:**

- Single User Licence €1100.00
- Multiple User License (1 Site) €2200.00
- Multiple User License (Global) €3300.00

### **Report description:**

This report visually explores everyday habits and behaviours which reflect consumers' beliefs and values, linking behavioural trends with purchase and consumption habits.

Euromonitor's Consumer Values and Behaviour 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 Values 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:**

Scope

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scott-international.com](mailto:support@scott-international.com)

[www.scott-international.com](http://www.scott-international.com)

## Consumer values and behaviour in Poland

Consumers in Poland are most concerned about the cost of everyday items going up  
Older generations are more serious about health and safety precautions when they leave home  
Consumers are in the habit of testing out fresh merchandise and offerings  
Millennials prioritise spending money on experiences over material things  
Consumers expect that they will be happier in the future than they are now  
Older generations prepare to have a greater amount of time available for personal use  
Among home activities, Polish consumers choose to connect with friends or family virtually  
Safe location remains the most desired home feature  
Consumers in Poland prefer to cook or bake dishes themselves  
Consumers in Poland say they do not have time to cook  
Younger generations in particular say they do not have time to cook  
Over half of respondents in Poland prefer healthy ingredients  
Younger consumers want to set their own work hours  
Consumers primarily desire to make a substantial amount of money  
Consumers wish to maintain a strict boundary between their work and personal lives  
Socialising with friends remains top of the list of leisure activities  
Baby boomers enjoy socialising with friends online  
Consumers in Poland primarily seek to relieve tension when travelling  
Younger generations aim for relaxation when on vacation  
Less strenuous exercise such as walking or hiking is the most popular exercise habit  
Gen X are most active in cycling or riding a bike for exercise  
Consumers in Poland are interested in herbal remedies, far above the global average  
Consumers in Poland are worried about climate change  
Consumers are actively striving for eco-friendly and sustainable habits  
Poles are motivated to use products designed for energy efficiency  
Older generations are more likely to share their opinions on social/political issues on media  
Poles enjoy discovering good deals, far above the global average  
Older generations try to purchase locally-sourced products and services  
Polish consumers are willing to buy second-hand or previously-owned items  
Baby boomers are most inclined to lead a minimalist lifestyle and only buy what's necessary  
Polish consumers are drawn to digital platforms for streaming online content  
Poles want to increase spending on health and wellness  
Younger generations foresee increasing spending on new technology the most  
Consumers in Poland are able to regularly save part of their income  
Gen Z count on financial aid from friends or relatives  
Gen Z expect to increase overall spending the most  
Polish consumers prefer to keep their online identity hidden  
Baby boomers state that tailored promotions utilising their search history are intrusive  
Polish consumers utilise a range of messaging or communication apps  
Younger generations are most active in streaming online videos  
Millennials most frequently read reviews when seeking products and services  
Consumers in Poland engage with businesses' social media content  
Millennials communicate with customer support via social media platforms

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

**Consumer Values and Behaviour in Poland**

Market Direction | 2024-06-11 | 58 pages | Euromonitor

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scotts-international.com

**ORDER FORM:**

Select license	License	Price
	Single User Licence	€1100.00
	Multiple User License (1 Site)	€2200.00
	Multiple User License (Global)	€3300.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

\*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-02-23"/>
		Signature	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com