

Lodz in Poland

City Review | 2024-10-16 | 18 pages | Euromonitor

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Report description:

The Lodz in Poland report provides comprehensive city level information benchmarked against other cities in the country and region. The report includes historic data and forecasts on city population, consumer expenditure, digital penetration, wealth and other consumer topics. On top of the consumer analysis, economic city landscape is represented including statistics and projections for key macroeconomic, labour and transport indicators.

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- * 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:

Lodz in Poland

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List Of Contents And Tables

LODZ IN POLAND

HEADLINES

CITY SCORECARD

CHART 1 Lodz City Scorecard Rankings Among 124 Eastern Europe Cities

CITY SCORECARD REGIONAL AND COUNTRY RANKINGS

Summary 1 City Scorecard Compared to and 2023

POPULATION

CHART 2 Key Lodz Population Indicators Compared to Poland and Eastern Europe 2023

CHART 3 Lodz Population Growth Compared to Poland and Eastern Europe 2018-2028

CHART 4 Lodz Growth Index of Population Aged 0-14, 15-64 and 65+ Year-Olds 2018-2028

CHART 5 Lodz Population by Age and Sex 2023

CONSUMER EXPENDITURE

CHART 6 Lodz Consumer Expenditure per Capita Compared to Poland and Eastern Europe 2018-2028

CHART 7 Lodz Consumer Expenditure Structure 2023

DIGITAL CONSUMER

CHART 8 Key Lodz Digital Consumer Statistics Compared to Poland and Eastern Europe 2023

CHART 9 Digital Consumer Historic Growth and Forecasts in Lodz 2018-2028

WEALTH

CHART 10 □Lodz Disposable Income per Household Compared to Poland and Eastern Europe 2018-2028

CHART 11 □Number of Households by Disposable Income Band in Lodz 2018/2023/2028

CHART 12 □Wealthy Consumers: Number of Households with Disposable Income Over USD150,000 in Lodz: 2018-2028

POSSESSION OF HOUSEHOLD DURABLES

CHART 13 □Lodz Household Possession of Kitchen Durables Compared to Poland and Eastern Europe 2023: % of Households

CHART 14 □Lodz Possession of Entertainment Electronics Compared to Poland and Eastern Europe 2023: % of Households

CHART 15 □Lodz Household Possession of Other Durables Compared to Poland and Eastern Europe 2023: % of Households

ECONOMY

CHART 16 □Lodz GDP per Capita Compared to Poland and Eastern Europe 2018-2028

CHART 17 □Lodz Real GDP Growth Compared to Poland and Eastern Europe 2018-2028

CHART 18 □Lodz Inflation Compared to Poland and Eastern Europe 2018-2028

LABOUR

CHART 19 □Lodz Labour Indicators Compared to Poland and Eastern Europe 2023

CHART 20 □Economically Active Population and Unemployment Rate in Lodz 2018-2023

CHART 21 □Lodz Labour Productivity Compared to Poland and Eastern Europe 2018-2023

TRANSPORT

CHART 22 □Number of Airport Passengers in Lodz 2018-2023

CHART 23 □Automotive Circulation in Lodz 2018-2023

CHART 24 □Lodz Transport Possession Compared to Poland and Eastern Europe 2023: % of Households

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