

## **Luxury Goods in Poland**

Market Direction | 2024-10-30 | 39 pages | Euromonitor

### **AVAILABLE LICENSES:**

- Single User Licence €1225.00
- Multiple User License (1 Site) €2450.00
- Multiple User License (Global) €3675.00

### **Report description:**

Sales of luxury goods have seen strong growth in current value terms in 2024, with most categories reporting positive growth. While bookings at luxury hotels have still not fully recovered to pre-pandemic levels the category has still seen strong in 2024. Premium and luxury cars has been the most dynamic category in luxury goods in 2024 having seen double-digit growth in value and volume terms for the second consecutive year. This dynamic growth has been partially driven by local spending on pre...

Euromonitor International's Luxury Goods in Poland report offers a comprehensive guide to the size and shape of the Luxury Goods market at a national level. It provides the latest retail sales data, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market and their effects on Luxury Goods retailing along with the development of consumers' shopping patterns. Forecasts to 2028 illustrate how the market is set to change

Product coverage: Experiential Luxury, Fine Wines/Champagne and Spirits, Personal Luxury, Premium and Luxury Cars.

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

### **Why buy this report?**

- \* Get a detailed picture of the Luxury Goods 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.

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

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

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

## Table of Contents:

Luxury Goods in Poland  
Euromonitor International  
October 2024

### List Of Contents And Tables

#### LUXURY GOODS IN POLAND

##### EXECUTIVE SUMMARY

Luxury goods in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

What next for luxury goods?

##### MARKET DATA

Table 1 Sales of Luxury Goods by Category: Value 2019-2024

Table 2 Sales of Luxury Goods by Category: % Value Growth 2019-2024

Table 3 Inbound Receipts for Luxury Goods by Country of Origin: Value 2019-2024

Table 4 NBO Company Shares of Luxury Goods: % Value 2019-2023

Table 5 LBN Brand Shares of Luxury Goods: % Value 2020-2023

Table 6 Distribution of Luxury Goods by Format and Category: % Value 2024

Table 7 Forecast Sales of Luxury Goods by Category: Value 2024-2029

Table 8 Forecast Sales of Luxury Goods by Category: % Value Growth 2024-2029

##### DISCLAIMER

##### SOURCES

Summary 1 Research Sources

#### EXPERIENTIAL LUXURY IN POLAND

##### KEY DATA FINDINGS

##### 2024 DEVELOPMENTS

International tourism leads growth, but domestic tourism remain an important part

Leading players investing in ambitious expansion plans

Experiences becoming more important to tourists

##### PROSPECTS AND OPPORTUNITIES

Luxury hotels looks to have a bright future

Continuous investment expected in new hotel developments

Consumers expected to look for unique and authentic experiences from their stay

##### CATEGORY DATA

Table 9 Sales of Experiential Luxury by Category: Value 2019-2024

Table 10 Sales of Experiential Luxury by Category: % Value Growth 2019-2024

Table 11 NBO Company Shares of Experiential Luxury: % Value 2019-2023

Table 12 LBN Brand Shares of Experiential Luxury: % Value 2020-2023

Table 13 Forecast Sales of Experiential Luxury by Category: Value 2024-2029

Table 14 Forecast Sales of Experiential Luxury by Category: % Value Growth 2024-2029

#### FINE WINES/CHAMPAGNE AND SPIRITS IN POLAND

##### KEY DATA FINDINGS

##### 2024 DEVELOPMENTS

Fine champagne delivers the strongest growth in value terms but luxury whiskies remains the key focus of demand

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

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

www.scotts-international.com

Little change in the rankings in 2023 as consumers favour tried and tested brands

Responsible drinking trend fuels demand for luxury spirits and fine wines

#### PROSPECTS AND OPPORTUNITIES

Luxury whiskies likely to remain on top as consumers develop more refined tastes

NoLo trend expected to influence market demand

Luxury vodka showing promise

#### CATEGORY DATA

Table 15 Sales of Fine Wines/Champagne and Spirits by Category: Value 2019-2024

Table 16 Sales of Fine Wines/Champagne and Spirits by Category: % Value Growth 2019-2024

Table 17 NBO Company Shares of Fine Wines/Champagne and Spirits: % Value 2019-2023

Table 18 LBN Brand Shares of Fine Wines/Champagne and Spirits: % Value 2020-2023

Table 19 Distribution of Fine Wines/Champagne and Spirits by Format: % Value 2019-2024

Table 20 Forecast Sales of Fine Wines/Champagne and Spirits by Category: Value 2024-2029

Table 21 Forecast Sales of Fine Wines/Champagne and Spirits by Category: % Value Growth 2024-2029

#### PREMIUM AND LUXURY CARS IN POLAND

#### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Electric vehicles on the rise but from a small base

Audi and Porsche make gains thanks to use of innovative connected features

Online customisation and personalisation a growing feature of the category

#### PROSPECTS AND OPPORTUNITIES

Bright future for premium and luxury cars

Drivers demanding a premium experience with the latest technology

EVs set to thrive as consumers look for more sustainable ways to drive

#### CATEGORY DATA

Table 22 Sales of Premium and Luxury Cars: Value 2019-2024

Table 23 Sales of Premium and Luxury Cars: % Value Growth 2019-2024

Table 24 NBO Company Shares of Premium and Luxury Cars: % Value 2019-2023

Table 25 LBN Brand Shares of Premium and Luxury Cars: % Value 2020-2023

Table 26 Forecast Sales of Premium and Luxury Cars: Value 2024-2029

Table 27 Forecast Sales of Premium and Luxury Cars: % Value Growth 2024-2029

#### PERSONAL LUXURY IN POLAND

#### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Designer apparel and footwear (ready-to-wear)

Luxury eyewear

Luxury jewellery

Luxury leather goods

Luxury wearables

Luxury timepieces

Luxury writing instruments and stationery

Super premium beauty and personal care

#### PROSPECTS AND OPPORTUNITIES

Bright outlook for personal luxury as Poland sees signs of an economic recovery

Sustainability concerns expected to have a growing influence on new product development

Digitalisation set to influence the future development of personal luxury

#### CATEGORY DATA

Table 28 Sales of Personal Luxury by Category: Value 2019-2024

Table 29 Sales of Personal Luxury by Category: % Value Growth 2019-2024

Table 30 NBO Company Shares of Personal Luxury: % Value 2019-2023

Table 31 LBN Brand Shares of Personal Luxury: % Value 2020-2023

Table 32 Distribution of Personal Luxury by Format: % Value 2019-2024

Table 33 Forecast Sales of Personal Luxury by Category: Value 2024-2029

Table 34 Forecast Sales of Personal Luxury by Category: % Value Growth 2024-2029

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

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

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

**Luxury Goods in Poland**

Market Direction | 2024-10-30 | 39 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	€1225.00
	Multiple User License (1 Site)	€2450.00
	Multiple User License (Global)	€3675.00
		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*	Phone*	
First Name*	Last Name*	
Job title*		
Company Name*	EU Vat / Tax ID / NIP number*	
Address*	City*	
Zip Code*	Country*	
	Date	2026-02-08
	Signature	

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

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

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