

## **Apparel and Footwear in Poland**

Market Direction | 2024-12-09 | 88 pages | Euromonitor

### **AVAILABLE LICENSES:**

- Single User Licence €2150.00
- Multiple User License (1 Site) €4300.00
- Multiple User License (Global) €6450.00

### **Report description:**

Apparel and footwear in Poland witnessed a rebound in retail volume sales over 2024, despite the challenges caused by rising production costs and the high cost of living facing locals. Consumer purchasing power has increased thanks to higher wages and easing inflation in Poland, leading to strong volume growth after two years of decline. Indeed, higher demand has enabled volume sales of apparel and footwear to once again move above pre-pandemic levels. Retail e-commerce and second-hand markets a...

Euromonitor International's Apparel and Footwear in Poland report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2019-2023 and analysis by distribution format allowing you to identify the sectors driving growth. It identifies the leading companies, leading brands, and offers strategic analysis of key factors influencing the market. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Apparel, Footwear, Sportswear.

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

Why buy this report?

- \* Get a detailed picture of the Apparel and Footwear 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](mailto:support@scotts-international.com)

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

## Table of Contents:

Apparel and Footwear in Poland  
Euromonitor International  
December 2024

List Of Contents And Tables

### APPAREL AND FOOTWEAR IN POLAND

#### EXECUTIVE SUMMARY

Apparel and footwear in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

What next for apparel and footwear?

#### MARKET DATA

Table 1 Sales of Apparel and Footwear by Category: Volume 2019-2024

Table 2 Sales of Apparel and Footwear by Category: Value 2019-2024

Table 3 Sales of Apparel and Footwear by Category: % Volume Growth 2019-2024

Table 4 Sales of Apparel and Footwear by Category: % Value Growth 2019-2024

Table 5 NBO Company Shares of Apparel and Footwear: % Value 2020-2024

Table 6 LBN Brand Shares of Apparel and Footwear: % Value 2021-2024

Table 7 Distribution of Apparel and Footwear by Format: % Value 2019-2024

Table 8 Distribution of Apparel and Footwear by Format and Category: % Value 2024

Table 9 Forecast Sales of Apparel and Footwear by Category: Volume 2024-2029

Table 10 □Forecast Sales of Apparel and Footwear by Category: Value 2024-2029

Table 11 □Forecast Sales of Apparel and Footwear by Category: % Volume Growth 2024-2029

Table 12 □Forecast Sales of Apparel and Footwear by Category: % Value Growth 2024-2029

#### DISCLAIMER

#### SOURCES

Summary 1 Research Sources

### WOMENSWEAR IN POLAND

#### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Well informed consumers make discerning choices

AI aids personalisation and client engagement

Affordable mass-market brands drive sales

#### PROSPECTS AND OPPORTUNITIES

Sustainability and natural fabrics will drive demand

Retail e-commerce is preferred channel for second-hand womenswear

Unit price inflation to outpace wage growth

#### CATEGORY DATA

Table 13 Sales of Womenswear by Category: Volume 2019-2024

Table 14 Sales of Womenswear by Category: Value 2019-2024

Table 15 Sales of Womenswear by Category: % Volume Growth 2019-2024

Table 16 Sales of Womenswear by Category: % Value Growth 2019-2024

Table 17 NBO Company Shares of Womenswear: % Value 2020-2024

Table 18 LBN Brand Shares of Womenswear: % Value 2021-2024

**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)

Table 19 NBO Company Shares of Women's Nightwear: % Value 2020-2024  
Table 20 LBN Brand Shares of Women's Nightwear: % Value 2021-2024  
Table 21 NBO Company Shares of Women's Outerwear: % Value 2020-2024  
Table 22 □LBN Brand Shares of Women's Outerwear: % Value 2021-2024  
Table 23 □NBO Company Shares of Women's Swimwear: % Value 2020-2024  
Table 24 □LBN Brand Shares of Women's Swimwear: % Value 2021-2024  
Table 25 □NBO Company Shares of Women's Underwear: % Value 2020-2024  
Table 26 □LBN Brand Shares of Women's Underwear: % Value 2021-2024  
Table 27 □Forecast Sales of Womenswear by Category: Volume 2024-2029  
Table 28 □Forecast Sales of Womenswear by Category: Value 2024-2029  
Table 29 □Forecast Sales of Womenswear by Category: % Volume Growth 2024-2029  
Table 30 □Forecast Sales of Womenswear by Category: % Value Growth 2024-2029

## MENSWEAR IN POLAND

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Quality and price is stronger than brand in purchasing decisions

Nostalgia is a major pull in menswear

Discounters attract menswear shoppers with low prices

### PROSPECTS AND OPPORTUNITIES

Squeeze on profit margins expected as unit price growth slows

Polarisation driven by search for quality and durability

Manufacturer's struggles will deepen as costs rise and consumer price sensitivity remains strong

### CATEGORY DATA

Table 31 Sales of Menswear by Category: Volume 2019-2024  
Table 32 Sales of Menswear by Category: Value 2019-2024  
Table 33 Sales of Menswear by Category: % Volume Growth 2019-2024  
Table 34 Sales of Menswear by Category: % Value Growth 2019-2024  
Table 35 NBO Company Shares of Menswear: % Value 2020-2024  
Table 36 LBN Brand Shares of Menswear: % Value 2021-2024  
Table 37 NBO Company Shares of Men's Nightwear: % Value 2020-2024  
Table 38 LBN Brand Shares of Men's Nightwear: % Value 2021-2024  
Table 39 NBO Company Shares of Men's Outerwear: % Value 2020-2024  
Table 40 □LBN Brand Shares of Men's Outerwear: % Value 2021-2024  
Table 41 □NBO Company Shares of Men's Swimwear: % Value 2020-2024  
Table 42 □LBN Brand Shares of Men's Swimwear: % Value 2021-2024  
Table 43 □NBO Company Shares of Men's Underwear: % Value 2020-2024  
Table 44 □LBN Brand Shares of Men's Underwear: % Value 2021-2024  
Table 45 □Forecast Sales of Menswear by Category: Volume 2024-2029  
Table 46 □Forecast Sales of Menswear by Category: Value 2024-2029  
Table 47 □Forecast Sales of Menswear by Category: % Volume Growth 2024-2029  
Table 48 □Forecast Sales of Menswear by Category: % Value Growth 2024-2029

## CHILDRENSWEAR IN POLAND

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Children take greater ownership of the purchasing decision

Fewer children leads to higher spend per child

Value brands thrive amidst economic challenges

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

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

www.scotts-international.com

## PROSPECTS AND OPPORTUNITIES

Further expansion of second hand clothing

Polish government supports parents with state subsidies

Demographic dangers ahead for childrenswear

## CATEGORY DATA

Table 49 Sales of Childrenswear by Category: Volume 2019-2024

Table 50 Sales of Childrenswear by Category: Value 2019-2024

Table 51 Sales of Childrenswear by Category: % Volume Growth 2019-2024

Table 52 Sales of Childrenswear by Category: % Value Growth 2019-2024

Table 53 NBO Company Shares of Childrenswear: % Value 2020-2024

Table 54 LBN Brand Shares of Childrenswear: % Value 2021-2024

Table 55 Forecast Sales of Childrenswear by Category: Volume 2024-2029

Table 56 Forecast Sales of Childrenswear by Category: Value 2024-2029

Table 57 Forecast Sales of Childrenswear by Category: % Volume Growth 2024-2029

Table 58 □Forecast Sales of Childrenswear by Category: % Value Growth 2024-2029

## SPORTSWEAR IN POLAND

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

adidas Poland sees strong recovery in value share

Price sensitivity drives importance of discounts

Sportswear offers dual benefits of comfort and casual fashion

## PROSPECTS AND OPPORTUNITIES

Blurred lines between performance and sports-inspired apparel

Local brands likely to gain traction as domestic access to technology improves

Design will matter more especially in the context of social media

## CATEGORY DATA

Table 59 Sales of Sportswear by Category: Value 2019-2024

Table 60 Sales of Sportswear by Category: % Value Growth 2019-2024

Table 61 NBO Company Shares of Sportswear: % Value 2020-2024

Table 62 LBN Brand Shares of Sportswear: % Value 2021-2024

Table 63 Distribution of Sportswear by Format: % Value 2019-2024

Table 64 Forecast Sales of Sportswear by Category: Value 2024-2029

Table 65 Forecast Sales of Sportswear by Category: % Value Growth 2024-2029

## JEANS IN POLAND

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Polarisation is evident with economy jeans taking the lead

The fit is a crucial selling point in jeans

Ethical and sustainable concerns influence consumer choice

## PROSPECTS AND OPPORTUNITIES

New formats and personalisation to drive growth in jeans

Poles gravitate towards the durability and simplicity of jeans

Comfortable jeans are an essential

## CATEGORY DATA

Table 66 Sales of Jeans by Category: Volume 2019-2024

Table 67 Sales of Jeans by Category: Value 2019-2024

Table 68 Sales of Jeans by Category: % Volume Growth 2019-2024

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

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

www.scotts-international.com

Table 69 Sales of Jeans by Category: % Value Growth 2019-2024  
Table 70 Sales of Men's Jeans by Category: Volume 2019-2024  
Table 71 Sales of Men's Jeans by Category: Value 2019-2024  
Table 72 Sales of Men's Jeans by Category: % Volume Growth 2019-2024  
Table 73 Sales of Men's Jeans by Category: % Value Growth 2019-2024  
Table 74 Sales of Women's Jeans by Category: Volume 2019-2024  
Table 75 □Sales of Women's Jeans by Category: Value 2019-2024  
Table 76 □Sales of Women's Jeans by Category: % Volume Growth 2019-2024  
Table 77 □Sales of Women's Jeans by Category: % Value Growth 2019-2024  
Table 78 □NBO Company Shares of Jeans: % Value 2020-2024  
Table 79 □LBN Brand Shares of Jeans: % Value 2021-2024  
Table 80 □Forecast Sales of Jeans by Category: Volume 2024-2029  
Table 81 □Forecast Sales of Jeans by Category: Value 2024-2029  
Table 82 □Forecast Sales of Jeans by Category: % Volume Growth 2024-2029  
Table 83 □Forecast Sales of Jeans by Category: % Value Growth 2024-2029  
Table 84 □Forecast Sales of Men's Jeans by Category: Volume 2024-2029  
Table 85 □Forecast Sales of Men's Jeans by Category: Value 2024-2029  
Table 86 □Forecast Sales of Men's Jeans by Category: % Volume Growth 2024-2029  
Table 87 □Forecast Sales of Men's Jeans by Category: % Value Growth 2024-2029  
Table 88 □Forecast Sales of Women's Jeans by Category: Volume 2024-2029  
Table 89 □Forecast Sales of Women's Jeans by Category: Value 2024-2029  
Table 90 □Forecast Sales of Women's Jeans by Category: % Volume Growth 2024-2029  
Table 91 □Forecast Sales of Women's Jeans by Category: % Value Growth 2024-2029

#### HOSIERY IN POLAND

##### KEY DATA FINDINGS

##### 2024 DEVELOPMENTS

Colourful hosiery is in vogue

Local manufacturers are under pressure

Value is of huge importance to consumers

##### PROSPECTS AND OPPORTUNITIES

Industry consolidation is anticipated in the short-term

Consumers are keen to save money when buying hosiery

Niche opportunities for hosiery that delivers health benefits

##### CATEGORY DATA

Table 92 Sales of Hosiery by Category: Volume 2019-2024  
Table 93 Sales of Hosiery by Category: Value 2019-2024  
Table 94 Sales of Hosiery by Category: % Volume Growth 2019-2024  
Table 95 Sales of Hosiery by Category: % Value Growth 2019-2024  
Table 96 NBO Company Shares of Hosiery: % Value 2020-2024  
Table 97 LBN Brand Shares of Hosiery: % Value 2021-2024  
Table 98 Forecast Sales of Hosiery by Category: Volume 2024-2029  
Table 99 Forecast Sales of Hosiery by Category: Value 2024-2029  
Table 100 Forecast Sales of Hosiery by Category: % Volume Growth 2024-2029  
Table 101 □Forecast Sales of Hosiery by Category: % Value Growth 2024-2029

#### APPAREL ACCESSORIES IN POLAND

##### KEY DATA FINDINGS

##### 2024 DEVELOPMENTS

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

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

www.scotts-international.com

Accessories provide affordable and personalised fashion

Sustainability becomes a mainstream issue

Ethical choices shape purchasing decisions

#### PROSPECTS AND OPPORTUNITIES

Second hand goods are possible threat to brands

E-commerce channels offers strong growth opportunities

Technological developments create opportunities for small brands

#### CATEGORY DATA

Table 102 Sales of Apparel Accessories by Category: Volume 2019-2024

Table 103 Sales of Apparel Accessories by Category: Value 2019-2024

Table 104 Sales of Apparel Accessories by Category: % Volume Growth 2019-2024

Table 105 Sales of Apparel Accessories by Category: % Value Growth 2019-2024

Table 106 NBO Company Shares of Apparel Accessories: % Value 2020-2024

Table 107 LBN Brand Shares of Apparel Accessories: % Value 2021-2024

Table 108 Forecast Sales of Apparel Accessories by Category: Volume 2024-2029

Table 109 Forecast Sales of Apparel Accessories by Category: Value 2024-2029

Table 110 Forecast Sales of Apparel Accessories by Category: % Volume Growth 2024-2029

Table 111 □Forecast Sales of Apparel Accessories by Category: % Value Growth 2024-2029

#### FOOTWEAR IN POLAND

#### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Mid-priced footwear performs well despite polarisation

Sports footwear performs well compared to other categories

E-obuwie drives e-commerce growth

#### PROSPECTS AND OPPORTUNITIES

3D printed shoes offer personalisation and a sustainable choice

Challenges for local manufacturers even as prices grow

Cost of returns is growing issue for e-commerce retailers

#### CATEGORY DATA

Table 112 Sales of Footwear by Category: Volume 2019-2024

Table 113 Sales of Footwear by Category: Value 2019-2024

Table 114 Sales of Footwear by Category: % Volume Growth 2019-2024

Table 115 Sales of Footwear by Category: % Value Growth 2019-2024

Table 116 NBO Company Shares of Footwear: % Value 2020-2024

Table 117 LBN Brand Shares of Footwear: % Value 2021-2024

Table 118 Distribution of Footwear by Format: % Value 2019-2024

Table 119 Forecast Sales of Footwear by Category: Volume 2024-2029

Table 120 Forecast Sales of Footwear by Category: Value 2024-2029

Table 121 □Forecast Sales of Footwear by Category: % Volume Growth 2024-2029

Table 122 □Forecast Sales of Footwear 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

## Apparel and Footwear in Poland

Market Direction | 2024-12-09 | 88 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	€2150.00
	Multiple User License (1 Site)	€4300.00
	Multiple User License (Global)	€6450.00
		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="2025-05-05"/>
		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