

Womenswear in Poland

Market Direction | 2024-12-09 | 28 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €995.00
- Multiple User License (1 Site) €1990.00
- Multiple User License (Global) €2985.00

Report description:

Womenswear in Poland is seeing an evolution in consumer preferences, particularly among fashion-conscious buyers. A growing number of Polish women are knowledgeable about various aspects of fashion, focusing on factors like fabric quality, tailoring, sustainability, and provenance of products. This emerging group values craftsmanship and unique, niche products—whether it is an organic linen dress or a tailored blouse from a local designer. These well-informed consumers are willing to pay a premium...

Euromonitor International's Womenswear 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: Women's Nightwear, Women's Outerwear, Women's Swimwear, Women's Underwear.

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

Why buy this report?

- * Get a detailed picture of the Womenswear 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

Table of Contents:

Womenswear in Poland
Euromonitor International
December 2024

List Of Contents And Tables

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 1 Sales of Womenswear by Category: Volume 2019-2024

Table 2 Sales of Womenswear by Category: Value 2019-2024

Table 3 Sales of Womenswear by Category: % Volume Growth 2019-2024

Table 4 Sales of Womenswear by Category: % Value Growth 2019-2024

Table 5 NBO Company Shares of Womenswear: % Value 2020-2024

Table 6 LBN Brand Shares of Womenswear: % Value 2021-2024

Table 7 NBO Company Shares of Women's Nightwear: % Value 2020-2024

Table 8 LBN Brand Shares of Women's Nightwear: % Value 2021-2024

Table 9 NBO Company Shares of Women's Outerwear: % Value 2020-2024

Table 10 □LBN Brand Shares of Women's Outerwear: % Value 2021-2024

Table 11 □NBO Company Shares of Women's Swimwear: % Value 2020-2024

Table 12 □LBN Brand Shares of Women's Swimwear: % Value 2021-2024

Table 13 □NBO Company Shares of Women's Underwear: % Value 2020-2024

Table 14 □LBN Brand Shares of Women's Underwear: % Value 2021-2024

Table 15 □Forecast Sales of Womenswear by Category: Volume 2024-2029

Table 16 □Forecast Sales of Womenswear by Category: Value 2024-2029

Table 17 □Forecast Sales of Womenswear by Category: % Volume Growth 2024-2029

Table 18 □Forecast Sales of Womenswear by Category: % Value Growth 2024-2029

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

Table 20 Sales of Apparel and Footwear by Category: Value 2019-2024

Table 21 Sales of Apparel and Footwear 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 22 Sales of Apparel and Footwear by Category: % Value Growth 2019-2024

Table 23 NBO Company Shares of Apparel and Footwear: % Value 2020-2024

Table 24 LBN Brand Shares of Apparel and Footwear: % Value 2021-2024

Table 25 Distribution of Apparel and Footwear by Format: % Value 2019-2024

Table 26 Distribution of Apparel and Footwear by Format and Category: % Value 2024

Table 27 Forecast Sales of Apparel and Footwear by Category: Volume 2024-2029

Table 28 □Forecast Sales of Apparel and Footwear by Category: Value 2024-2029

Table 29 □Forecast Sales of Apparel and Footwear by Category: % Volume Growth 2024-2029

Table 30 □Forecast Sales of Apparel and Footwear by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 Research Sources

Womenswear in Poland

Market Direction | 2024-12-09 | 28 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	€995.00
	Multiple User License (1 Site)	€1990.00
	Multiple User License (Global)	€2985.00
		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="2026-02-19"/>
		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