

# Music, Video, Books and Stationery Retailers in Poland

<https://marketpublishers.com/r/MC8559E573FEN.html>

Date: November 2010

Pages: 25

Price: US\$ 495.00 (Single User License)

ID: MC8559E573FEN

## Abstracts

### Introduction

Datamonitor's retail databooks are based on key market value data for eight major product sectors, 16 core retail distribution channels and 62 countries. This profile focuses on and provides data on channel size. It also offers information on main markets sold through the channel, and includes growth forecasts upto 2013.

### Scope

- \* An overview of total retail value in this country segmented by retail channel
- \* The value of sales through this key retail channel from 2003 to 2008 and forecasts to 2013
- \* Channel value segmented by the major markets sold through it

### Highlights

Music, video, books and stationery retailers in Poland increased at a compounded annual growth rate (CAGR) of 3.7% between 2003 and 2008.

Printed media market sales accounted for a 39.4% share of the music, video, books and stationery retailers format in 2008.

### Reasons to Purchase

- \* Discover which retail channels have been growing and declining in popularity within this country

- \* Understand the value of major markets sold through this channel
- \* Uncover the future direction of the retail channel with reliable historical data and full five year forecasting

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