

# Poland Retail Report Q1 2016

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## Abstracts

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BMI View: Economic recovery and growth over the forecast period will directly benefit the retail sector. Reducing unemployment, a swelling middle class and substantial growth in household incomes will provide for improving levels of disposable income that will benefit retailers through higher levels of spending in the market.

While Warsaw and medium sized cities offer the greatest rewards for retailers, there will be a noticeable shift in opportunities towards more rural areas as competition in the larger markets intensify. Household spending, which was growing consistently in 2013-2014, is going to post a slump in 2015 in terms of US dollar. Appreciation of US dollar will be the main determinant of the 12.7% projected decline of household expenditures in 2015. Meanwhile, in zloty terms, there will be heavy growth of 3.6%, faster than in 2013-2014. This indicates a large real gain, since inflation is projected to amount to only 0.8% at the end of this year. The Polish economy retains a rapid growth rate, with its real GDP expected to expand by 3.5% this year, causing positive developments across the country. Unemployment continues to decline, making more households independent of social welfare, wages are growing and consumer confidence is improving. The country remained relatively intact after Russia's counter-sanctions late in 2014, which were initially forecast to hurt Poland's economy and especially its agricultural sector. With a constant flow of foreign direct investments and rising entrepreneurship within the country, more businesses are creating employment and fuelling the economic growth.

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