

# Consumer Values and Behaviour in Poland

<https://marketpublishers.com/r/CB2EB36C596CEN.html>

Date: June 2024

Pages: 58

Price: US\$ 1,325.00 (Single User License)

ID: CB2EB36C596CEN

## Abstracts

This report visually explores everyday habits and behaviours which reflect consumers' beliefs and values, linking behavioural trends with purchase and consumption habits.

Euromonitor's Consumer Values and Behaviour in Poland report analyses factors influencing national consumer expenditure. Consumer lifestyles reports include coverage of: population, urban development, home ownership, household profiles, labour, income, consumer and family expenditure, health, education, eating habits, drinking habits, shopping habits, personal grooming, clothing, leisure habits, savings and investments, media, communication, transport and travel and tourism. Use this report to understand the factors influencing a nation's lifestyle choices.

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

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Get a detailed picture of the Consumer Values 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.

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## Contents

### Scope

#### Consumer values and behaviour in Poland

Consumers in Poland are most concerned about the cost of everyday items going up

Older generations are more serious about health and safety precautions when they leave home

Consumers are in the habit of testing out fresh merchandise and offerings

Millennials prioritise spending money on experiences over material things

Consumers expect that they will be happier in the future than they are now

Older generations prepare to have a greater amount of time available for personal use

Among home activities, Polish consumers choose to connect with friends or family virtually

Safe location remains the most desired home feature

Consumers in Poland prefer to cook or bake dishes themselves

Consumers in Poland say they do not have time to cook

Younger generations in particular say they do not have time to cook

Over half of respondents in Poland prefer healthy ingredients

Younger consumers want to set their own work hours

Consumers primarily desire to make a substantial amount of money

Consumers wish to maintain a strict boundary between their work and personal lives

Socialising with friends remains top of the list of leisure activities

Baby boomers enjoy socialising with friends online

Consumers in Poland primarily seek to relieve tension when travelling

Younger generations aim for relaxation when on vacation

Less strenuous exercise such as walking or hiking is the most popular exercise habit

Gen X are most active in cycling or riding a bike for exercise

Consumers in Poland are interested in herbal remedies, far above the global average

Consumers in Poland are worried about climate change

Consumers are actively striving for eco-friendly and sustainable habits

Poles are motivated to use products designed for energy efficiency

Older generations are more likely to share their opinions on social/political issues on media

Poles enjoy discovering good deals, far above the global average

Older generations try to purchase locally-sourced products and services

Polish consumers are willing to buy second-hand or previously-owned items

Baby boomers are most inclined to lead a minimalist lifestyle and only buy what's necessary

Polish consumers are drawn to digital platforms for streaming online content

Poles want to increase spending on health and wellness  
Younger generations foresee increasing spending on new technology the most  
Consumers in Poland are able to regularly save part of their income  
Gen Z count on financial aid from friends or relatives  
Gen Z expect to increase overall spending the most  
Polish consumers prefer to keep their online identity hidden  
Baby boomers state that tailored promotions utilising their search history are intrusive  
Polish consumers utilise a range of messaging or communication apps  
Younger generations are most active in streaming online videos  
Millennials most frequently read reviews when seeking products and services  
Consumers in Poland engage with businesses' social media content  
Millennials communicate with customer support via social media platforms

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