

Discounters in Poland

<https://marketpublishers.com/r/DB58B91E990EN.html>

Date: March 2024

Pages: 35

Price: US\$ 990.00 (Single User License)

ID: DB58B91E990EN

Abstracts

Discounters recorded double-digit value sales growth in 2023. Discounters are successful thanks to convenient locations and a wide range of goods, including groceries, clothing, electronics, household items and beauty and personal care in one place. This channel's offer attracts customers who value the variety of products, availability and convenience of shopping. Discounters often organise various types of promotions, price reductions, loyalty programmes and other attractive offers. The chains...

Euromonitor International's Discounters in Poland report offers insight into key trends and developments driving the industry. The report examines all retail channels to provide sector insight. Channels include hypermarkets, supermarkets, discounters, convenience stores, mixed retailers, health and beauty retailers, clothing and footwear retailers, furniture and furnishing stores, DIY and hardware stores, durable goods retailers, leisure and personal goods retailers. There are profiles of leading retailers, with analysis of their performance and the challenges they face. There is also analysis of non-store retailing: vending; homeshopping; internet retailing; direct selling, as available.

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

Why buy this report?

Get a detailed picture of the Discounters 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.

Contents

Discounters in Poland
Euromonitor International
March 2024

LIST OF CONTENTS AND TABLES

DISCOUNTERS IN POLAND
KEY DATA FINDINGS

2023 DEVELOPMENTS

Discounters strengthen their position in retail
Operators tempt customers with price reductions
Biedronka increases its advantage over its competition

PROSPECTS AND OPPORTUNITIES

Good prospects for the channel for the forecast period
Vollmart plans to expand its network
Ambitious plans for further growth over the forecast period

CHANNEL DATA

Table 1 Discounters: Value Sales, Outlets and Selling Space 2018-2023
Table 2 Discounters: Value Sales, Outlets and Selling Space: % Growth 2018-2023
Table 3 Discounters GBO Company Shares: % Value 2019-2023
Table 4 Discounters GBN Brand Shares: % Value 2020-2023
Table 5 Discounters LBN Brand Shares: Outlets 2020-2023
Table 6 Discounters Forecasts: Value Sales, Outlets and Selling Space 2023-2028
Table 7 Discounters Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

RETAIL IN POLAND

EXECUTIVE SUMMARY

Retail in 2023: The big picture
The number of retail stores is falling
Retail parks become a permanent part of the Polish retail landscape
What next for retail?

OPERATING ENVIRONMENT

Informal retail
Opening hours for physical retail
Summary 1 Standard Opening Hours by Channel Type 2023

Seasonality

Christmas

Easter

MARKET DATA

Table 8 Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2018-2023

Table 9 Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2018-2023

Table 10 Sales in Retail Offline by Channel: Value 2018-2023

Table 11 Sales in Retail Offline by Channel: % Value Growth 2018-2023

Table 12 Retail Offline Outlets by Channel: Units 2018-2023

Table 13 Retail Offline Outlets by Channel: % Unit Growth 2018-2023

Table 14 Sales in Retail E-Commerce by Product: Value 2018-2023

Table 15 Sales in Retail E-Commerce by Product: % Value Growth 2018-2023

Table 16 Grocery Retailers: Value Sales, Outlets and Selling Space 2018-2023

Table 17 Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 18 Sales in Grocery Retailers by Channel: Value 2018-2023

Table 19 Sales in Grocery Retailers by Channel: % Value Growth 2018-2023

Table 20 Grocery Retailers Outlets by Channel: Units 2018-2023

Table 21 Grocery Retailers Outlets by Channel: % Unit Growth 2018-2023

Table 22 Non-Grocery Retailers: Value Sales, Outlets and Selling Space 2018-2023

Table 23 Non-Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 24 Sales in Non-Grocery Retailers by Channel: Value 2018-2023

Table 25 Sales in Non-Grocery Retailers by Channel: % Value Growth 2018-2023

Table 26 Non-Grocery Retailers Outlets by Channel: Units 2018-2023

Table 27 Non-Grocery Retailers Outlets by Channel: % Unit Growth 2018-2023

Table 28 Retail GBO Company Shares: % Value 2019-2023

Table 29 Retail GBN Brand Shares: % Value 2020-2023

Table 30 Retail Offline GBO Company Shares: % Value 2019-2023

Table 31 Retail Offline GBN Brand Shares: % Value 2020-2023

Table 32 Retail Offline LBN Brand Shares: Outlets 2020-2023

Table 33 Retail E-Commerce GBO Company Shares: % Value 2019-2023

Table 34 Retail E-Commerce GBN Brand Shares: % Value 2020-2023

Table 35 Grocery Retailers GBO Company Shares: % Value 2019-2023

Table 36 Grocery Retailers GBN Brand Shares: % Value 2020-2023

Table 37 Grocery Retailers LBN Brand Shares: Outlets 2020-2023

Table 38 Non-Grocery Retailers GBO Company Shares: % Value 2019-2023

Table 39 Non-Grocery Retailers GBN Brand Shares: % Value 2020-2023

Table 40 Non-Grocery Retailers LBN Brand Shares: Outlets 2020-2023

Table 41 Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2023-2028

Table 42 Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2023-2028

Table 43 Forecast Sales in Retail Offline by Channel: Value 2023-2028

Table 44 Forecast Sales in Retail Offline by Channel: % Value Growth 2023-2028

Table 45 Forecast Retail Offline Outlets by Channel: Units 2023-2028

Table 46 Forecast Retail Offline Outlets by Channel: % Unit Growth 2023-2028

Table 47 Forecast Sales in Retail E-Commerce by Product: Value 2023-2028

Table 48 Forecast Sales in Retail E-Commerce by Product: % Value Growth 2023-2028

Table 49 Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 50 Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

Table 51 Forecast Sales in Grocery Retailers by Channel: Value 2023-2028

Table 52 Forecast Sales in Grocery Retailers by Channel: % Value Growth 2023-2028

Table 53 Forecast Grocery Retailers Outlets by Channel: Units 2023-2028

Table 54 Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2023-2028

Table 55 Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 56 Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

Table 57 Forecast Sales in Non-Grocery Retailers by Channel: Value 2023-2028

Table 58 Forecast Sales in Non-Grocery Retailers by Channel: % Value Growth 2023-2028

Table 59 Forecast Non-Grocery Retailers Outlets by Channel: Units 2023-2028

Table 60 Forecast Non-Grocery Retailers Outlets by Channel: % Unit Growth 2023-2028

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SOURCES

Summary 2 Research Sources

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