

Megatrends in Poland

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Abstracts

This Megatrends report highlights long-term trends resulting from shifts in consumer values and behaviour. It provides a summary of each of Euromonitor International's eight focus megatrends and insights as to how each trend has manifested in Poland.

Euromonitor's Megatrends 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 Megatrends 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.

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Scope

The drivers shaping consumer behaviour

Megatrends framework

Businesses harness megatrends to renovate, innovate and disrupt

Digital living

Zabka's delio aims to bring grocery essentials to Warsaw residents within the hour

Poland lags behind global counterparts in most areas of tech

Polish consumers are protective of their personal data

Gen Z are most likely to share data in return for personalised offers

Friends and family remain the most trusted source of information

Return to face-to-face activities is expected post-pandemic

Experience more

Modivo opens fully automated "phygital" fashion store

On the whole, Poles still prefer offline to online experiences

Online socialising became more common during the pandemic

Holidaymakers prioritise relaxation and nature

Millennials are the most eager to resume in-person activities

Middle class reset

Variety discounter Action helps consumers to keep costs down

Polish consumers are price-sensitive

The concept of repurposing gains traction

Gen Z are the most frugal cohort

Premiumisation

Carrefour launches new range of vegetable-based craft beers

Most consumers yearn for a simpler life

Poles are less confident than global peers in their long-term investments

High quality and superior taste are important factors in the path to purchase

Shifting market frontiers

Eurocash caters to rural communities with mobile convenience stores

International products have become less readily available to consumers

Gen X are the most eager to support local business

Shopping reinvented

Carrefour introduces self-driving robots as a promotional tool

Online shopping gains traction in most categories

Poles still reticent about interacting with brands on social media

Gen Z are the most likely to engage with companies online

Sustainable living

Polish researchers develop device that helps to clear air pollution

Consumers are eager to play a part in protecting the environment

Reducing food waste is the top environmental concern

Consumers are keen to make their voices heard

Recyclable and biodegradable packaging are considered the most sustainable

Wellness

Deepflare uses AI to develop mRNA vaccines and drugs against deadly pathogens

Poles are taking a more proactive approach to health

Herbal remedies and massage are the most common antidotes to stress

Polish consumers are embracing health tech

Consumers continue to take health and safety precautions post-pandemic

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