

# Personal Luxury in Poland

<https://marketpublishers.com/r/P5AC03451C3EN.html>

Date: October 2023

Pages: 26

Price: US\$ 990.00 (Single User License)

ID: P5AC03451C3EN

## Abstracts

Personal luxury retail value sales increased by 18% in 2023 to amount to PLN6.6 billion, supporting growth recorded by leading brand providers, such as L'Oréal Polska Sp zoo, Kering SA and Chanel SA. Sales fell by 19% in 2020 due to the pandemic, but are now showing recovery, despite higher than normal inflation. Moreover, sales in 2023 were boosted by affluent Ukrainian refugees and the return of international tourists with luxury consumers attracted to investment in luxury goods, such as de...

Euromonitor International's Personal Luxury in Poland report offers a comprehensive guide to the size and shape of the Personal Luxury market at a national level. It provides the latest retail sales data, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market and their effects on Personal Luxury retailing along with the development of consumers' shopping patterns. Forecasts to 2027 illustrate how the market is set to change

Product coverage: Designer Apparel and Footwear (Ready-to-Wear), Luxury Eyewear, Luxury Jewellery, Luxury Leather Goods, Luxury Timepieces, Luxury Wearables Electronics, Luxury Writing Instruments and Stationery, Super Premium Beauty and Personal Care.

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

Why buy this report?

Get a detailed picture of the Personal Luxury 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

Personal Luxury in Poland  
Euromonitor International  
October 2023  
List Of Contents And Tables  
PERSONAL LUXURY IN POLAND  
KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Personal luxury sees an increase in current retail value sales in 2023 thanks to Ukrainian refugees and the return of international tourists  
Designer apparel and footwear (ready-to-wear) dominated by designer apparel (ready-to-wear)  
Luxury eyewear enjoys increase in value sales  
Retail value sales of luxury jewellery increase in 2023  
Rise in value sales of luxury leather goods in 2023  
Luxury wearables electronics sees value sales increase in 2023 thanks to increased focus on health and wellness, although the category remains small  
Luxury timepieces enjoys value sales increase thanks to declining interest in traditional timepieces  
Value sales of writing instruments and stationery on the increase in 2023  
Value sales of super premium beauty and personal care rise as lifestyles return to normal in the wake of the pandemic  
L'Oréal Polska Sp zoo holds the overall lead in personal luxury in 2022

### PROSPECTS AND OPPORTUNITIES

Value sales of personal luxury in 2023 constant terms increase over the forecast period  
Designer apparel and footwear (ready-to-wear) remains the largest category in value terms in 2028 with super premium beauty and personal care the largest in volume terms  
Luxury timepieces records the most dynamic percentage growth over the forecast period

### CATEGORY DATA

Table 1 Sales of Personal Luxury by Category: Value 2018-2023  
Table 2 Sales of Personal Luxury by Category: % Value Growth 2018-2023  
Table 3 NBO Company Shares of Personal Luxury: % Value 2018-2023  
Table 4 LBN Brand Shares of Personal Luxury: % Value 2019-2023  
Table 5 Distribution of Personal Luxury by Format: % Value 2018-2023  
Table 6 Forecast Sales of Personal Luxury by Category: Value 2023-2028

Table 7 Forecast Sales of Personal Luxury by Category: % Value Growth 2023-2028

LUXURY GOODS IN POLAND

EXECUTIVE SUMMARY

Luxury goods in 2023: The big picture

## **2023 KEY TRENDS**

Competitive landscape

Retailing developments

What next for luxury goods?

## **MARKET DATA**

Table 8 Sales of Luxury Goods by Category: Value 2018-2023

Table 9 Sales of Luxury Goods by Category: % Value Growth 2018-2023

Table 10 Inbound Receipts for Luxury Goods by Country of Origin: Value 2018-2023

Table 11 NBO Company Shares of Luxury Goods: % Value 2018-2023

Table 12 LBN Brand Shares of Luxury Goods: % Value 2019-2023

Table 13 Distribution of Luxury Goods by Format and Category: % Value 2023

Table 14 Forecast Sales of Luxury Goods by Category: Value 2023-2028

Table 15 Forecast Sales of Luxury Goods by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 Research Sources

## I would like to order

Product name: Personal Luxury in Poland

Product link: <https://marketpublishers.com/r/P5AC03451C3EN.html>

Price: US\$ 990.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/P5AC03451C3EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970