

# Poland: Consumer Profile

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## Abstracts

Ageing, urbanisation, migration, and the generational shift continue to shape Poland's demographic landscape. The number of seniors in Poland will notably increase through to 2040. The influence of Millennials on consumer preferences will solidify, and the rising importance of Generation Z as they enter mid-life will have substantial implications for businesses. The significance of households with children is expected to decline as singletons become more prominent in the household composition.

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## Contents

Introduction  
The state of play  
Facing the future

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