

Poland Supermarket Outlook to 2012

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Date: April 2009

Pages: 35

Price: US\$ 400.00 (Single User License)

ID: PCBAD0675A4EN

Abstracts

Single User PDF Format: US\$ 400.00

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Poland, one of the developed economies in Eastern Europe region, has been witnessing a transformation in its supermarket industry landscape. Changing consumer behavior, favorable demographics, increasing investments and entry of foreign chains has given a new dimension to the industry. Consumers in Poland prefer to shop at supermarkets and are visiting these markets more often as compared to other formats for their daily grocery needs.

According to “Poland Supermarket Outlook to 2012”, a report by RNCOS, supermarket industry will emerge as the most dynamic segment of the retail industry in Poland. The industry will undergo a series of transformations driven by changing market dynamics and growth strategies adopted by key players within the industry. Supermarket chains will now shift their focus to smaller cities and second tier towns as urban market seems to be saturated. These smaller towns will give new growth frontiers to supermarket chains and will emerge as key contributor towards the top line and bottom line growth of this sector.

The supermarket industry in Poland will continue to rise despite the financial crisis and the liquidity crunch. There will be rapid increase in the number of new supermarket chains due to untapped market potential in smaller cities and rural areas. This phenomenal growth in the Polish supermarket industry will be lead by foreign chains due to their rapid expansion strategies and rising capital investments.

The report provides extensive research and in-depth analysis on the supermarket industry of Poland. It will help clients to analyze the market trends critical to the success

of the supermarket industry in the country. The forecast given in this report is not based on a complex economic model, but is intended as a rough guide to the direction in which the market is likely to move. This forecast is based on a correlation between past market growth and growth of base drivers.

Industry Forecast till 2012

Supermarket Grocery Retail Sales

Share of Supermarket in Private Label Sales

Number of Supermarkets

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