



#### PMR Industry Report

# Grocery retail market in Poland 2018

## Market analysis and development forecasts for 2018-2023

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### Take advantage of the PMR offer

If you are interested in the PMR report or deepening of selected segments or additional expertise on the DIY market, I invite you to contact our consultants.



Head Retail Expert

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## PMR Report

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- **Unique 5-year forecasts** prepared by the PMR team using a **proven and coherent methodology**
- **Expert commentary** allowing for a better **understanding of the current and future situation** and **opportunities and threats**
- Description of the main **trends and legal changes** affecting the market

## What is the content of the report?

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- Market value, with a five-year forecast developed by PMR econometricians using proven models
- Analysis of the macroeconomic situation in Poland along with predictions for the period 2018-2023 and forecasts of key economic indicators until 2023
- Profile of the consumer developed from a survey of the Polish grocery basket carried out by PMR in early 2018 on a representative sample of 600 adults
- Key market trends and their likely future trajectories
- Expert commentary explaining the data: causes, consequences, other development scenarios for the Polish grocery market
- Description of the consolidation processes taking place in grocery retail in Poland
- Value and market share of key distribution channels along with a forecast till 2023
- Analysis of online grocery retail along with a five-year forecast
- Ranking list of the largest grocers in Poland by revenue, store numbers, and floorspace with information on expansion plans

# 5 Reasons to choose PMR

- 1 It is already the **15<sup>th</sup> edition** of the PMR report on grocery retail and it uses a proven and coherent methodology allowing for comparability between editions
- 2 Comprehensive picture of the Polish grocery market and all its distribution channels – a resource for assessing market opportunities
- 3 Five-year development forecasts for the market as whole and for individual distribution channels prepared using advanced econometric methods - a useful tool for strategy development (short-term strategy, long-term strategy, sales strategy)
- 4 The report includes an in-depth analysis of key trends prevailing on the grocery market and their influence on market value, including a discussion of alternative market development scenarios till 2023
- 5 Includes findings from a consumer survey on a representative sample of Poles illustrating the current market situation and consumer trends



## Who benefits from the PMR report?

- Managerial staff of grocery chains and persons involved in strategy development
- Manufacturers and distributors of grocery products
- FMCG wholesalers
- Packaging manufacturers
- Trade associations and bodies
- Companies planning entry into the Polish grocery market
- Consultancies and advisory firms
- Retailers planning M&A deals
- Property developers and building contractors specialising in retail schemes
- Economic departments of embassies and foreign trade associations

THEY TRUSTED US:

