



PMR Industry Report

Clothing and footwear 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.



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PMR Report

- **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?

- **Market value, with a 5-year forecast** developed by PMR econometricians using proven models
- **Sales value in distribution channels in 2013-2023**
- **Value of clothing and footwear segments 2013-2023**
- **Revenues** of clothing/footwear chains
- **Sales per store**
- **Store numbers**
- **Combined market share of the top 10 players**
- **Value of price segments**
- **Expert commentary** explaining the data: causes, consequences, other development scenarios for the clothing and footwear retail market in Poland
- **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 into Poles' clothing and footwear purchases conducted by PMR on a purposive sample of 500 adults
- **Impact of recently enacted and planned legislation** on clothing and footwear retail (Rodzina 500+ programme, restrictions on Sunday trade etc.)
- **Consolidation processes** taking place on the clothing and footwear retail market in Poland
- **Ranking list of the largest fashion retailers in Poland** in terms of sales revenues and store numbers, with information on expansion plans, changes in product assortment

5 Reasons to choose PMR

- 1 Comprehensive picture of clothing and footwear retail in Poland
- 2 Distribution channels – a resource for assessing market opportunities
- 3 **5-year development forecasts** for the market as a whole and individual distribution channels developed by the PMR team using advanced econometric models – a valuable tool for strategy development (short-term strategy, long-term strategy, sales strategy)
- 4 **Profile of the consumer developed from a survey of 500 adults** – helps confirm or identify key market trends
- 5 **A survey of clothing and footwear chains** offering a unique perspective on the market as seen from the level of market participants– a useful check on hypotheses and forecasts



Who benefits from the PMR report?

- Clothing and footwear chains
- Sporting goods chains
- Mail order firms
- Large-format grocery stores
- Online stores and platforms
- Manufacturers of clothing and footwear
- Manufacturers and retailers of fashion accessories
- Manufacturers and retailers of leather goods
- Banks and investment funds
- Companies planning to add clothing and footwear to their offer
- Companies who count clothing and footwear chains among their customers. e.g. mall operators, marketing services firms
- Companies interested in the shopping preferences and habits of the Polish consumer (research firms, consultancies, advertising agencies)

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