



PMR Industry Report

9th edition

Private label retail market in Poland 2017

Market analysis and development forecasts for 2017-2022

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If you are interested in the PMR report or deepening of selected segments or additional expertise on the retail 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?

- **Data on market value, with a five-year market development forecast** developed by PMR econometricians using well-tested econometric models
- **Value of private-label sales** in individual distribution channels in 2013-2022
- **Analysis of Poland's current macroeconomic situation**
- **Expert commentary** explaining the data: causes, consequences, other development scenarios for the private label market in Poland
- **Impact of recently enacted or planned legislation** (Rodzina 500+, restrictions on Sunday retailing) on the private label market
- **A ranking list of the largest players in private label retail in Poland** by revenue and store count, along with information about expansion plans, product assortment policies (e.g. the rise of non-food lines; private labels positioned in different price segments)
- **Value of private-label sales** in individual distribution channels
- **Total sales revenues of the 20 largest private label retailers in Poland**
- **Sales per store**
- **Grocers' revenues from private labels**
- **Grocers' store numbers**
- **Combined share** of the 10 largest players
- **Channels mentioned in this report:** hypermarkets, supermarkets, discount stores, convenience stores, small-format grocery stores
- **Alternative market development scenarios until 2022** based on estimated impact of relevant factors on market value, developed in collaboration with PMR econometricians
- **Revenues of the 20 largest players** (compared to 10 players in previous editions of the report)

5 Reasons to choose PMR

- 1 It is already the **9th edition** of the PMR report on the Polish private label market
- 2 **Overview** of the private label market in Poland
- 3 **Five-year market forecasts** developed by PMR using advanced econometric methods – a valuable tool for strategy development (short-term and long-term growth strategy, sales strategy)
- 4 A comprehensive analysis of the private-label strategies of the largest grocery chains – provides a complete picture of the market and **competition**
- 5 The report includes a detailed analysis of prevailing trends and their estimated impact on market value, as well as alternative **market development scenarios** until 2022



Who benefits from the PMR report?

The report is intended as a resource for executives and sales, marketing, strategy and business development professionals from the following organisations:

- Grocery chains
- Cosmetics chains and pharmacy chains
- FMCG wholesalers
- Food manufacturers
- Manufacturers of cosmetics
- Packaging manufacturers
- Manufactures of hair and body care accessories
- Component manufacturers
- Trade associations
- Companies interested in the habits of Polish shoppers (research firms, consultancies, advertising agencies, banks, investors).

THEY TRUSTED US:

