



PMR Industry Report

Sports goods and sportswear market in Poland 2017

Market analysis and development forecasts for 2017-2022

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Standard licence: 2400€

Standard Plus licence: 3120€

Corporate licence: 6000€

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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?

- Current market value and a five-year forecast developed by PMR econometricians using a well-tested forecast model
- Sports clothes and shoes sales value in individual distribution channels with a forecast till 2022
- Sports equipment and accessories sales value in individual distribution channels with a forecast till 2022
- Expert commentary explaining the presented data: causes, consequences, alternative market development scenarios
- Segment focus: analysis of the market shares and prospects of individual segments
- Analysis of Poland's current macroeconomic conditions
- Profile of Polish consumers of sports goods developed from the findings of a survey carried out by PMR Market Experts in 2017 on a purposive sample of Polish adults
- Impact of recently enacted and upcoming legislation on retail sales of dietary supplements, sports equipment, and sports clothes and shoes in Poland
- Ranking list of the largest retailers on the sports goods market

5 Reasons to choose PMR

- 1 **Comprehensive market overview** – key figures backed up with expert commentary
- 2 **Five-year forecasts** for market and segment values – a highly useful tool for strategy development (short-term strategy, long-term strategy, sales strategy)
- 3 **Profile of consumers** based on a unique survey into Poles' buying behaviour regarding sports goods – helps identify or verify salient market trends.
- 4 Report includes a detailed analysis of current market trends and a discussion of **alternative market development scenarios** till 2022
- 5 Analysis of the **competitive landscape and the largest players** that will be of help in deciding whether to enter a new segment or how to design the product offer



Who benefits from the PMR report?

The report is intended for strategy, business development, and sales and marketing executives and staff at the following types of organisations:

- Manufacturers of sports goods
- Distributors of sports clothes and shoes and sports equipment
- New entrants on the Polish sports goods retail market
- Clothing and footwear chains
- Large-area store chains
- Government agencies, embassies and trade groups
- Consultancies and research firms
- Project coordinators, finance experts and brokers.

THEY TRUSTED US:

