

UNDERWEAR RETAIL MARKET IN POLAND

2020

Market analysis and development forecasts for 2020-2025


IN THE REPORT:

- Forecast market value by 2025.
- Shares of product segments.
- Analysis of **key market players**: their offer, store count, sales per store, revenues
- Analysis of **the most important trends** and factors influencing the market
- The analysis includes **the results of a survey** conducted by PMR
- **Expert commentary** explaining the causes, effects and other market growth scenarios



WHY IT'S WORTH IT:

- It is a comprehensive analysis of the underwear market in Poland
- The analysis covers sales in all distribution channels
- It takes into account a number of macroeconomic indicators
- It discusses the market segmentation: women's, men's, children's underwear

 +48 12 340 51 30

 retail@pmrcorporate.com

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