

PRIVATE LABEL RETAIL MARKET IN POLAND/2021

Market analysis and development forecasts for 2021-2026


2021

IN THE REPORT:

- Market value with a **unique forecast prepared by PMR** econometrics team for a five-year perspective
- Analysis of the **current macroeconomic situation in Poland**
- Ranking of the **largest retailers** on the private label market in Poland
- **Sales value** of private label products in individual distribution channels
- Total revenues of the **10 largest chains on the private label market in Poland**
- Alternative **scenarios of market growth until 2026**

+48 12 340 51 30

 retail@pmrcorporate.com

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WHY IT'S WORTH IT:

- Original 5-year market and segment forecasts
- Comprehensive analysis of major retail chains' private label portfolio strategies
- Includes an analysis of trends and their impact on market
- The report is based on PMR's consistent methodology