

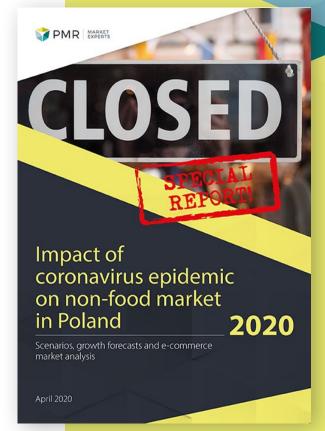
IMPACT OF CORONAVIRUS EPIDEMIC ON NON-FOOD MARKET IN POLAND

2020

Development scenarios and forecasts

IN THE REPORT:

- Three scenarios of market development depending on the duration of the epidemic and the restrictions on the operation of shops
- Benchmarking forecast for 2020 assuming normal market conditions as a benchmark for the scale of change
- Forecast for the total non-food market and its selected segments:
 clothing and footwear; home furnishings; household appliances, electronics and digital media; and sports goods
- For each segment, forecasts for 2020 under the three scenarios, including the share of online sales



WHY IT'S WORTH IT:

- Provides answers to questions that the sector is wrestling with amid the Covid-19 crisis
- Shows the future shape of the market after the changes resulting from the coronavirus epidemic
- Indicates the most vulnerable market areas
- Analyses the **scale of changes** after the epidemic

