

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

+48 12 340 51 30

 retail@pmrcorporate.com

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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