

CLOTHING AND FOOTWEAR RETAIL MARKET IN POLAND

Market analysis and development forecasts
for 2022-2027

2022

IN THE REPORT:

- **Value of the market** and individual market segments
- Analysis of the value of clothing and footwear sales by **distribution channel**
- **Value of individual price segments** of clothing and footwear market
- **Ranking and profiles of major players** on the Polish market
- **Consumer profile** based on fashion shopping cart study
- **Analysis of the development of non-specialist competition**
- Overview of the impact of the **ZERO WASTE trend** on customer purchasing decisions



WHY IT'S WORTH IT:

- Channels covered in the report: chain clothing and footwear stores, independent clothing and footwear stores, large format clothing stores, internet sales, marketplaces
- Description of consolidation processes in the clothing and footwear retail market in Poland

+48 12 340 51 30

 retail@pmrcorporate.com

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