

PRIVATE LABEL RETAIL MARKET IN POLAND

Market analysis and development forecasts for 2019-2024


2019

IN THE REPORT:

- **Value of the private label market** in Poland, with a forecast until 2024
- **Value of own-brand sales** of selected grocery chains
- **Key trends and factors**, with an assessment of their impact on the market up to 2024
- **Consumer profile** based on survey research
- **Product analysis** of own brands of selected retailers

+48 12 340 51 40

 retail@pmrcorporate.com

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WHY IT'S WORTH IT:

- Supports decision-making **on new investments**
- Contains **findings from the latest survey**
- Indicates the **directions of development** of private labels
- Shows changes in **consumer habits**
- Identifies **the categories** in which private labels have not yet achieved a strong position