

New edition of the report!

SPORTS GOODS AND SPORTSWEAR MARKET IN POLAND 2019

Market analysis and development forecasts for 2019-2024

IN THE REPORT:

- **value and growth rate of the market** and its segments
- **analysis of factors** influencing the development of the sector
- **forecasts** for individual channels:
 - sports shops, online, hypermarkets and grocery stores
- **the situation of leading** players and market shifts
- **a new consumer survey** with an impact assessment of new trends

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WHY IT'S WORTH IT:

- offers a **complete picture of the market**: sports equipment, clothing, and footwear
- analyses shifts in the sector and **development forecasts**
- based on proven **econometric models**
- includes **commentary from experts**
- takes into account **shifts among the largest retailers**