

PMR MARKET
EXPERTS

CLOTHING AND FOOTWEAR RETAIL MARKET IN POLAND 2025

MARKET ANALYSIS AND DEVELOPMENT
FORECASTS FOR 2025-2030





Main objective

To provide a comprehensive overview of the clothing and footwear market, including a breakdown by segment.

Additional objectives

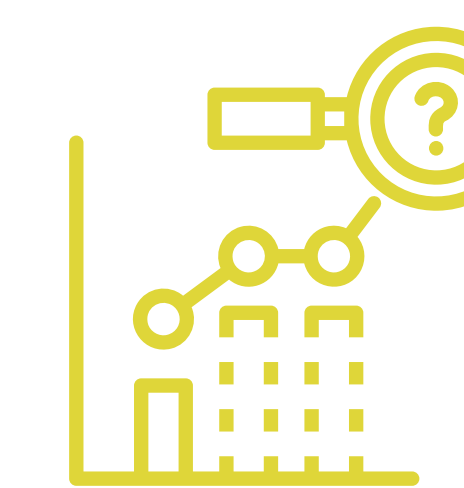
The specific objectives of the research and analysis carried out for the report were to identify:

- the latest macroeconomic, demographic, demand-side, supply-side, technological and legal factors and trends affecting the clothing and footwear market,
- value and growth rate of the largest channels in the clothing and footwear market,
- value of the individual segments of the clothing and footwear market and its year-over-year change,
- change in the number of stores in different market segments and sub-segments,
- consumer behaviour and preferences.



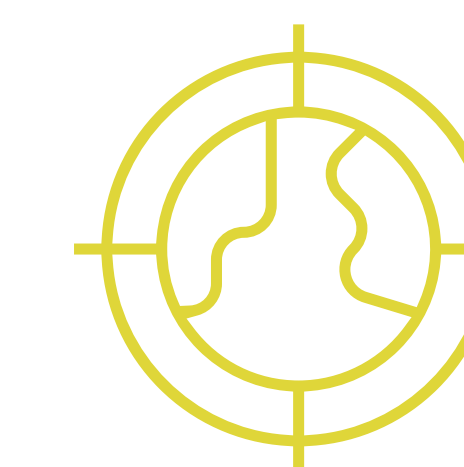
Time span

2021-2024



Forecast horizon

2025-2030



Geographic coverage

Poland

What is included in the report?

- market value in 2021-2024
- macroeconomic, demographic, demand-side, supply-side, technological and legal factors affecting the market
- distribution channels in the clothing and footwear market
- value of the three key market segments:
 - ↳ clothing
 - ↳ footwear
 - ↳ fashion accessories
- major players in the clothing and footwear market, including in individual segments
- forecasts up to 2030 for:
 - ↳ clothing, footwear and fashion accessories segments
 - ↳ main channels of the clothing and footwear market
 - ↳ changes in prices of clothing and footwear products and of other macroeconomic and demographic factors





Subject matter

- market value
- market value structure broken down by clothing, footwear and fashion accessories
- forecasts for:
 - ↳ the entire market
 - ↳ individual market segments
 - ↳ individual market channels (chain stores, non-chain stores, grocery stores, internet and other: non-food discounters, mixed-assortment stores, health and beauty stores and catalogue sales)
- ranking and profiles of the main players in the market for:
 - ↳ clothing, including a breakdown by sub-segment (e.g. casual clothing, smart clothing, etc.)
 - ↳ footwear, including a breakdown by sub-segment (e.g. casual footwear, smart footwear, etc.)
 - ↳ fashion accessories
- buyer profiles by segment and other consumer behaviour

Scope

Segment:

- clothing
- footwear
- fashion accessories

RESULTS OF A SURVEY OF**1,000****CONSUMERS****Methodology of the survey**

The survey is conducted using the CAWI (computer assisted web interview) technique on a purposive-quota sample. It aims at delving deeper into the subject of fashion purchases, while ensuring a comparable distribution of demographic features in the sample relative to the population. At the stage of recruitment, the basic demographic variables are considered: gender, age and size of the place of residence.

During the survey, consumers are asked about, among other things:

- frequency of shopping for clothing/ footwear,
- place of purchase of clothing/ footwear,
- purchase of second-hand clothing/ footwear,
- importance of different factors when purchasing clothing/ footwear (e.g. financial aspects, fashion factor, eco-friendliness and ethical production),
- participation in promotions such as Black Friday,
- shopping habits and patterns when buying clothing and / or footwear.

Forecasts for additional indicators included in the report

Long-term market development forecasts were prepared for the report using econometric models and historical time series.

The forecasts cover the period 2025-2030.

In addition to the forecasts for the value of the market, sales channels and market segments, the report also covers forecasts for selected macroeconomic indicators, including:

- GDP per capita and real GDP change,
- overall CPI and price index in the clothing and footwear market,
- average annual LFS unemployment rate and real change in average monthly gross wage in Poland,
- real change in household disposable income in Poland and private consumption,
- number of Poland's residents and share of each demographic group.

The accuracy of the forecasts by PMR Market Experts published in the reports is high – the typical error rate (MAPE) is usually below 3%.



10 reasons to invest in this report

1 Comprehensive overview of the market in Poland
Value of the market and development prospects up to 2030, including an analysis of all major market segments (online and offline channels).

2 Access to accurate forecasts for 2025-2030
The report contains 5-year forecasts based on econometric models (including ARIMA, VAR, multiple regressions).

3 Comparisons between different segments and sales channels
Possibility to check which categories and channels are growing the fastest and where it is beneficial to invest (e.g. e-commerce, non-food discount stores, premium segment).

4 Insight into consumer behaviour and preferences
Profile of buyers, frequency of purchases, factors influencing the choice of the place of purchase, impact of promotions, social media etc.

5 Analysis of the competitive landscape and market shares
Top players in each category and sales channel, along with their growth rates, market shares and number of stores.

6 Macroeconomic and demographic market conditions
Forecasts for such indicators as CPI, GDP, disposable income, population and demographic groups.

7 Ability to benchmark your own sales
Facilitating a comparison of the company's performance with market results in a given category and sales channel.

8 Support for strategic and investment decisions
Data as a basis for decision-making by the management board, strategy, sales and marketing departments, as well as for analysis by banks and investment funds.

9 Additional materials – source data in an Excel spreadsheet
Enable independent data aggregation, analysis and in-house model development.

10 Proprietary survey and experience
Combined data sources (primary, secondary), 20+ years of expertise in the market, methodology based on dozens of variables.

What questions does the report provide answers to?

- How did the value of the clothing and footwear market in Poland change between 2021 and 2024, and what are the forecasts up to 2030?
- What is the real growth rate of the clothing and footwear market in Poland?
- Which sales channels have the largest market share and how will they develop?
- What factors determine where Polish consumers choose to buy clothing and footwear?
- To what extent has inflation affected spending on clothing, footwear and fashion accessories?
- What eco-friendly attitudes do consumers exhibit when shopping for fashion?
- What is the impact of social media and influencers on Poles' purchasing decisions?
- What products are most frequently purchased in individual segments: casual wear, formal wear, sportswear, underwear, children's clothing and different types of footwear?
- How often do Poles buy clothing, footwear and fashion accessories?
- How important are promotions, ease of returns and brand origin when purchasing clothing and footwear?
- How does the use of new technology affect online fashion shopping?



DATASET – together with the report, we provide the most important data in an Excel spreadsheet for individual aggregation.

PMR Market Experts is a brand of market reports prepared by Hume's Institute

At PMR Market Experts, we have been preparing cyclical industry reports for over 20 years. Our core specialisations:

- Digital & ICT
- Retail
- Pharma & Healthcare
- Construction

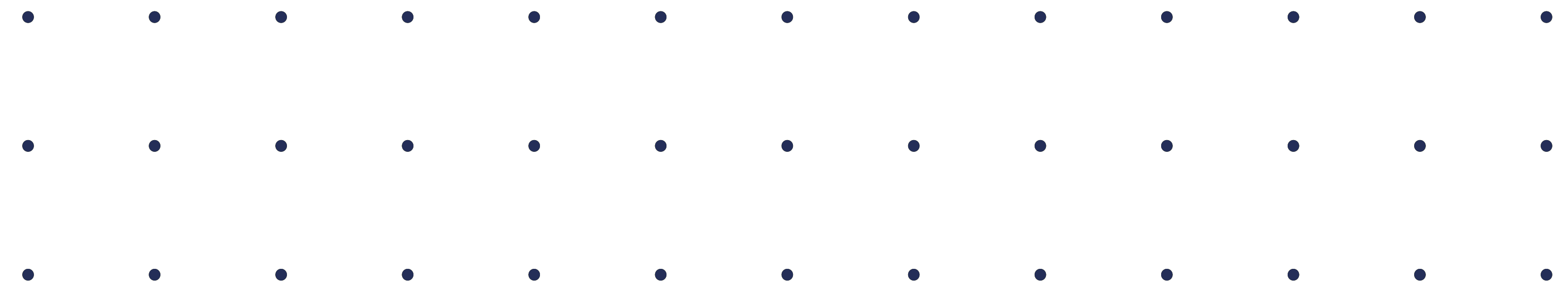
Our reports are more than just a compilation of facts – they are reliable knowledge based on proven methodology. We combine primary and secondary data, proprietary algorithms and econometric models to provide precise information about the market, its values, growth rates, segments and key players.

We are part of Hume's Institute – a 360° research agency specialising in quantitative and qualitative research, forecasting and market predictions.

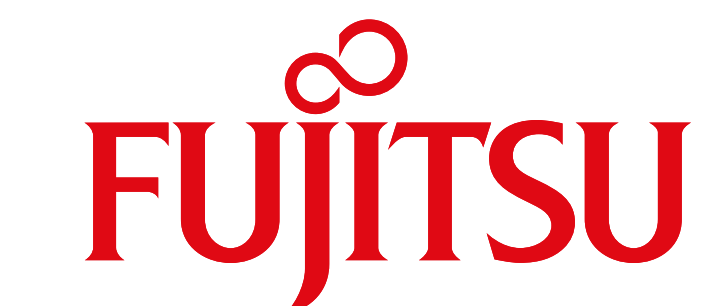
PMR Market Experts' **data analysis and verification expertise, unique insights and proven forecasts** provided by Hume's Institute give real insight and advantage to our Clients.

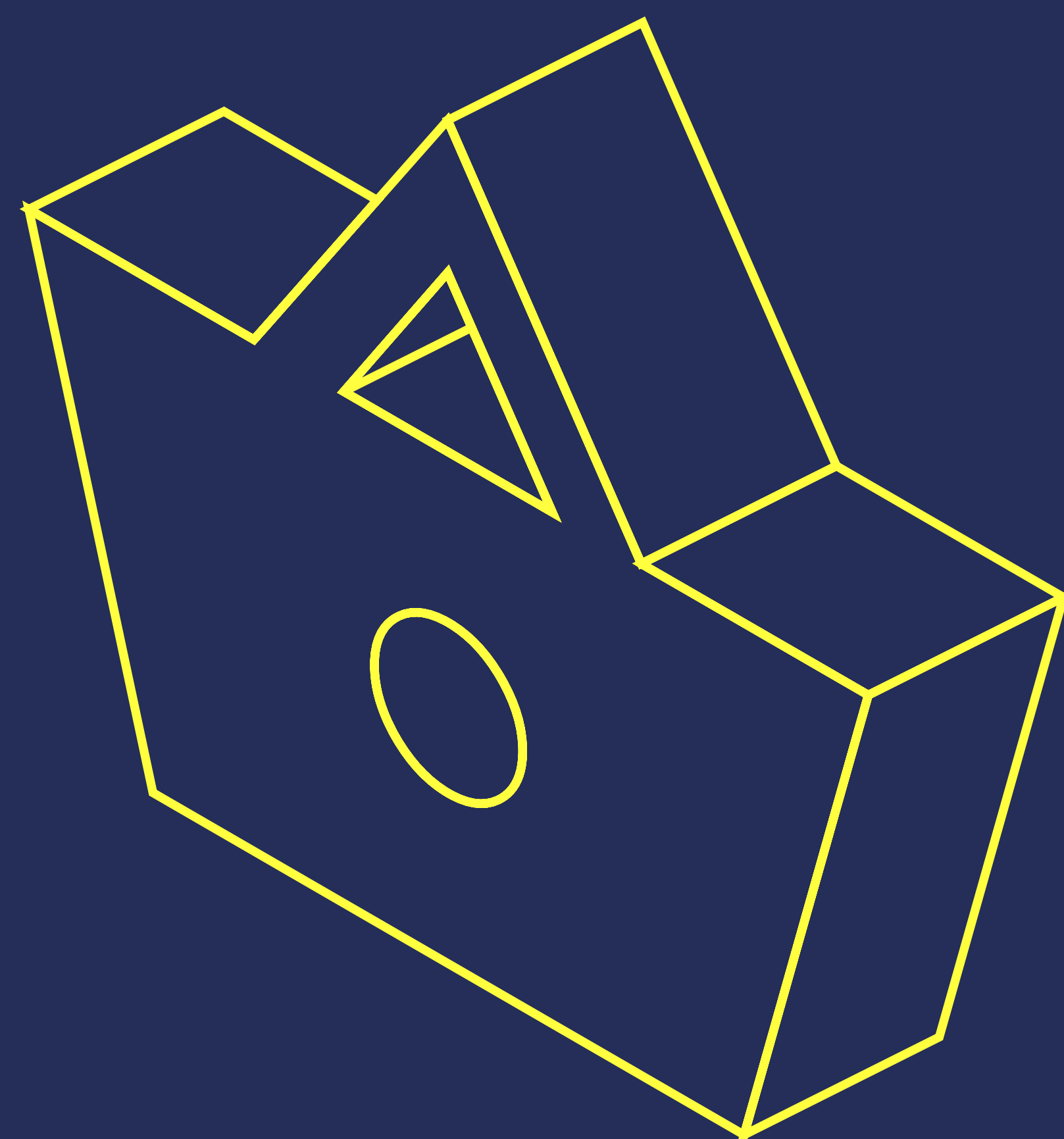
More than 600 clients worldwide have already benefited from our services. **We have analysed more than 5,000 brands, operating in over 50 markets.** We are trusted by major companies – **we work with 70% of the prestigious Fortune 500 brands.**





Our clients





RETAIL

MARKET ANALYSIS AND 5-YEAR
DEVELOPMENT FORECASTS

- Retail market of **home appliances, electronics and digital media** in Poland
- **Food to Go** retail market in Poland
- **Cosmetics** retail market in Poland
- **DIY** retail in Poland
- **Home furnishings** retail market in Poland
- **HoReCa** market in Poland (additional data update: March, September, December)
- **Grocery** retail market in Poland
- **Clothing and footwear** retail market in Poland
- **Sports goods** retail market in Poland
- **Children's products** retail market in Poland
- **Online retail market** in Poland (additional data update: March)
- **Diet catering** market in Poland
- **Retail** in Poland
- **Pet care and products** market in Poland
- **HoReCa supply** market in Poland
- **Non-food discounters** market in Poland
- **Diet catering** market in the Czech Republic
- **Clothing and footwear** retail market in the Czech Republic
- Weekly: **PMR Retail Insight** (Poland, Hungary, Romania, Slovakia, Czech Republic)

**NEW
REPORTS**



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