

PMR MARKET
EXPERTS

CHILDREN'S PRODUCTS RETAIL MARKET IN POLAND 2025

MARKET ANALYSIS AND DEVELOPMENT
FORECASTS FOR 2025-2030



Main objective

Providing a comprehensive description of the children's products retail market in Poland with a breakdown by sales channels and product categories, along with development prospects (for the market, segments and channels).

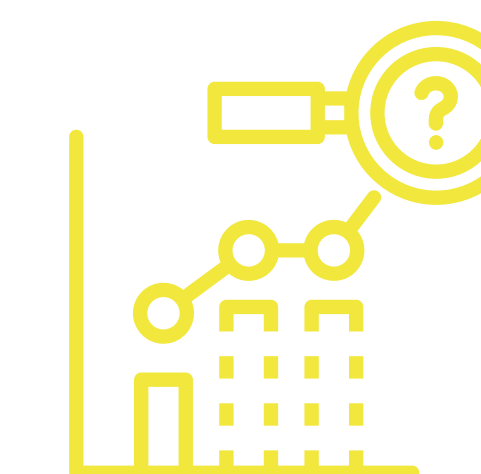
Additional objectives

- **detailed analysis of sales channels for children's products**, including the internet, grocery stores, speciality children's stores, clothing and footwear chain stores, health and beauty stores, furniture store chains, and other channels, along with a presentation of forecasts for their development
- **detailed analysis of individual categories of children's products**, including children's clothing, children's footwear, children's cosmetics and hygiene products, baby food, prams and pushchairs, car seats, toys, children's furniture and children's room furnishings, along with a presentation of forecasts for their development
- presentation of **key factors and trends** in the children's products market (demographic, macroeconomic, demand-side, supply-side and legal)
- **presentation and analysis of children's products buyers' behaviour**, in general and by product category



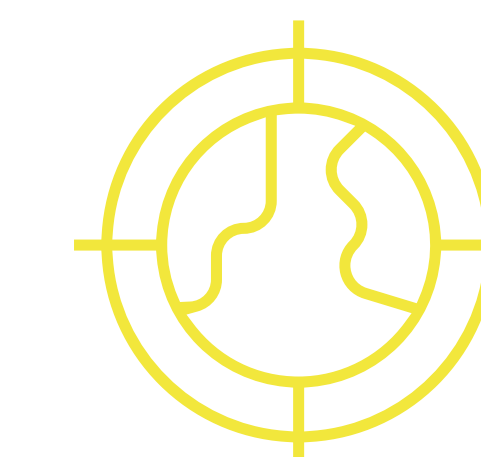
Time span

2021-2024



Forecast horizon

2025-2030



Geographic coverage

Poland

What is included in the report?

- **value of the market** in 2021-2024 along with **forecasts** for its development up to 2030
- **structure of the market** in 2021-2024 along with development forecasts up to 2030, broken down into sales channels and product categories
- **forecasts for price changes** in the children's products market and for other macroeconomic factors
- **forecasts for demographic changes**
- demand-side, supply-side and legal **factors affecting the market**
- **consumer behaviour** determining purchases of children's products
- **major players** in the children's products retail market, including a breakdown by sales channels and product categories
- **consumer and market research results**, including among others, the penetration of purchases in specific categories, frequency of purchases, preferences regarding brands and sales channels, the importance of opinions and recommendations, average spending, and brand and network awareness



Scope

The children's products market overall

Product categories:

1. Children's clothing
2. Children's footwear
3. Children's cosmetics and hygiene products
4. Baby food
5. Prams and pushchairs, car seats and accessories
6. Toys
7. Children's furniture and children's room furnishings
8. Hygiene and feeding accessories

Sales channels:

- Internet
- Grocery stores
- Speciality children's stores,
- Clothing and footwear chain stores,
- Health and beauty stores,
- Furniture store chains
- Other channels

Subject matter

- market value
- breakdown of the total market value into sales channels
- breakdown of the total market value into product categories
- forecasts for:
 - ↳ the entire market
 - ↳ the sales channels
 - ↳ the product categories
- major retailers:
 - ↳ in the children's products market
 - ↳ in the individual children's products categories

**RESULTS OF
A SURVEY OF
1,000
CONSUMERS
BUYING PRODUCTS
FOR CHILDREN**

Questionnaire study

Analysis of children's products buyers' behaviour, including:

- the impact of inflation on purchases of children's products,
- consumer behavior patterns of parents with children up to 12 years of age (compared to other individuals),
- purchase of second-hand products for children, most frequently chosen categories, and most popular places of purchase,
- receiving and spending social benefits oriented towards households with children,
- the influence of parenting blogs, websites, and social media profiles on the purchase of children's products,
- the purchase of children's products under private labels (store brands),
- most frequently chosen points of purchase for specific product categories,
- the importance of opinions and recommendations when selecting specific product categories.

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:

- number of live births and number of children in each age group (0-3, 4-6, 7-12)
- GDP per capita and GDP real growth rate
- CPI inflation and price index for children's products
- average annual LFS unemployment rate and real change of average monthly gross wage in Poland
- real change in disposable income of Polish households and private consumption

The forecasts by PMR Market Experts published in the reports are highly accurate – the typical error rate (MAPE) is usually below 3%



10 reasons to invest in the report "Children's products retail market in Poland 2025"

1 **Comprehensive overview of the market**
Value and structure of the Polish children's products retail market in 2021-2024 and detailed growth forecasts up to 2030.

2 **Access to accurate econometric forecasts**
Forecasts of online sales values and growth rates, taking into account macroeconomic and demographic factors.

3 **Children's Product Spending & Habits**
Unique PMR research on Poles' spending on children's products: amounts, frequency, and structure of purchases, broken down by social groups, household types, place of purchase, and brands.

4 **Brands most frequently chosen by parents**
PMR research data: Rankings of brand popularity in children's clothing, cosmetics, toys, and food.

5 **Competition analysis and market shares**
Revenues and sales dynamics of children's products in e-shops and on e-commerce platforms, along with a comparison of market shares.

6 **Detailed market segmentation**
Data and forecasts for children's clothing, footwear, baby food, toys, furniture, and accessories in Poland up to 2030.

7 **The role of social media in purchasing decisions**
The influence of parenting social media on product selection, segmented by generation and demographic group.

8 **Support for strategic and investment decisions**
Data as a basis for decisions made by the board, strategy, sales, and marketing departments, as well as for analyses prepared for 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?

- What is the value of the children's products market in Poland?
- What is the value of each children's products category and which categories will grow the fastest over the next 5 years?
- What is the value of sales channels for children's products in general and in the individual product categories?
- What are the prevailing trends in the children's products market in Poland?
- What is the impact of inflation on the children's products market?
- Which categories of children's products are most frequently bought second-hand, and why?
- How much do Poles spend on average on a stroller or a car seat, and which brands enjoy the highest trust?
- What is the structure of online vs. offline purchases, and which sales channels will grow the fastest?
- What are the differences in purchasing habits of parents depending on the child's age and the type of household?
- Which retail chains have the largest market shares in children's product sales?



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

20+

years of experience

600+

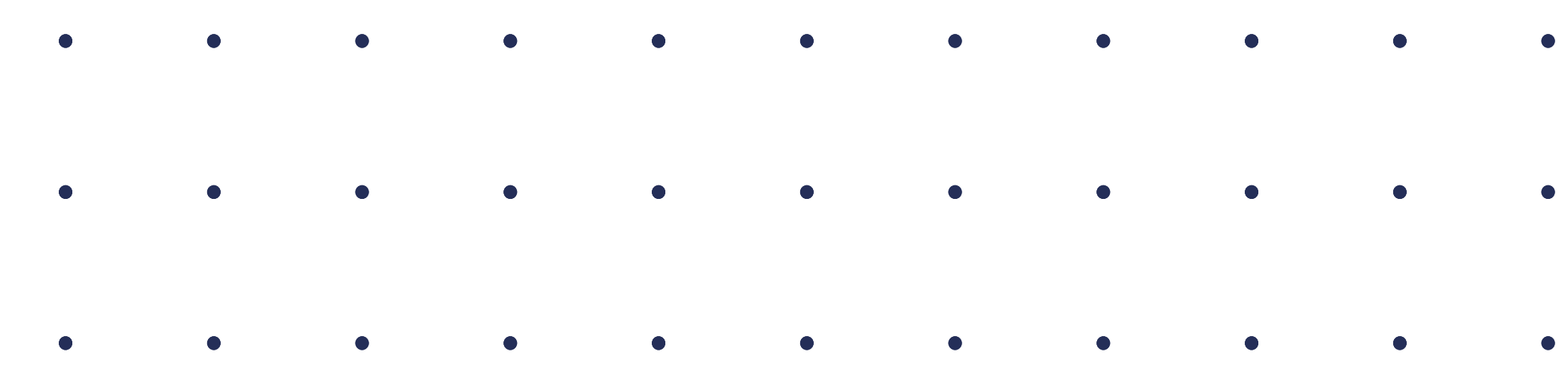
global clients

5,000+

brands studied

50+

analysed countries



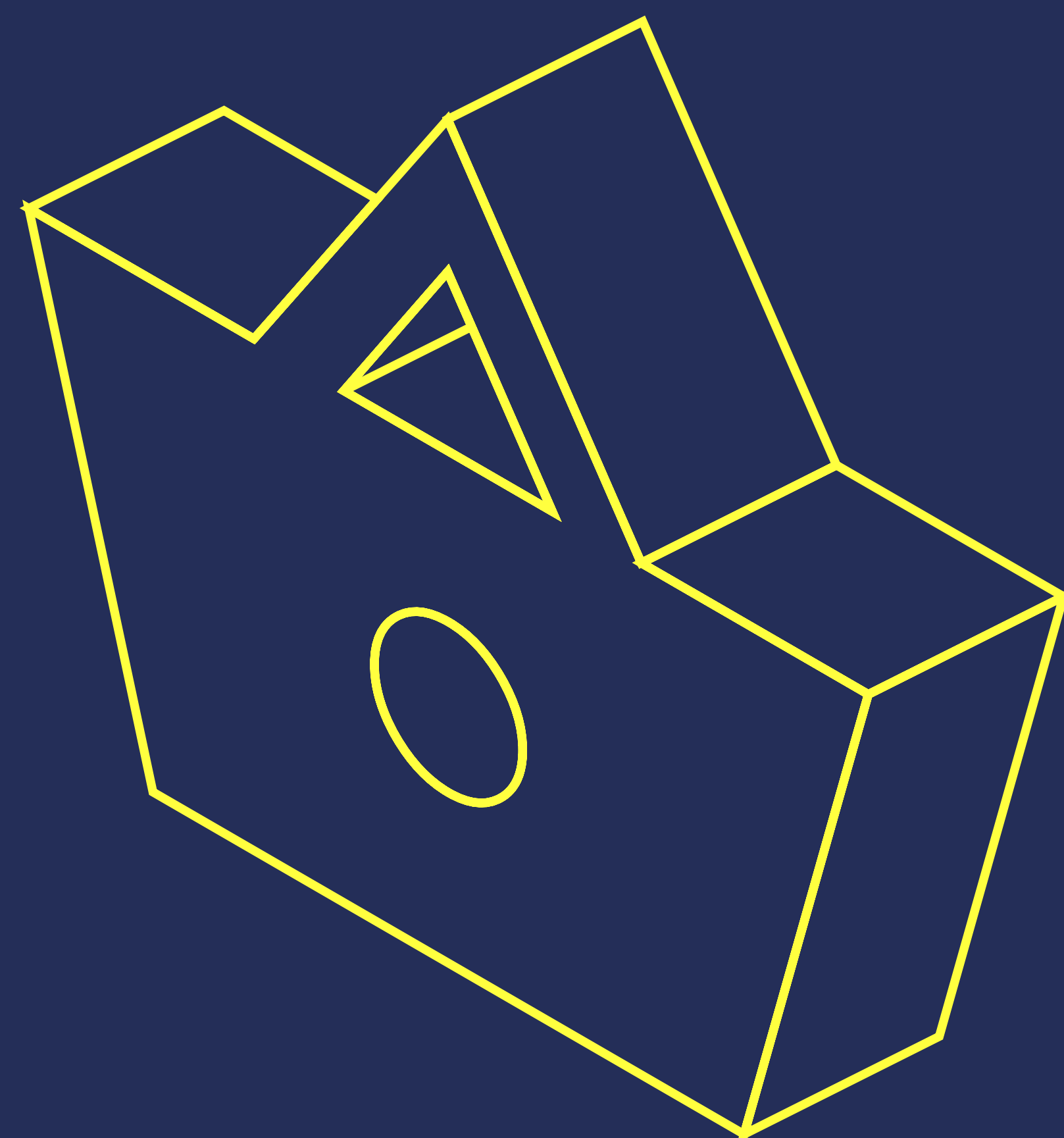
Over 600 companies have already trusted us, including:

L'ORÉAL



SEPHORA





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

NEW REPORTS

- Weekly: **PMR Retail Insight** (Poland, Hungary, Romania, Slovakia, Czech Republic)



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