

**PMR** MARKET  
EXPERTS

# RETAIL IN POLAND 2025

MARKET ANALYSIS AND DEVELOPMENT  
FORECASTS FOR 2025-2030



Non-food products - including home appliances, electronics, home furnishings, DIY, clothing and footwear - are by no means essential goods, but they are highly sensitive to fluctuations in demand. During periods of heightened economic uncertainty or rising costs of living, consumers limit their purchases in these categories, as regularly confirmed by surveys conducted by PMR Market Experts by Hume's. Retailers are then faced with volatile sales and price-sensitive customers. In 2024, however, there began a gradual return to optimism, with varying growth rates across different segments.

According to our forecasts, retail sales will grow by 8.6% in 2025, driven primarily by non-food goods. In their case, we expect low double-digit growth, which is over twice as high as in the food segment. In real terms, both segments will see growth. Retail sales in 2025 will be positively influenced by record incomes of Poles in 2024, continued strong wage growth and recovered savings. This is in line with the intertemporal consumption smoothing mechanism - relative stability of consumption despite changes in income growth rates.

In the coming years, we forecast that the growth rate of retail sales of non-food goods will be higher than that of food products. Consequently, the share of non-food goods in total retail sales will steadily increase, which is typical for developed economies. In a broader perspective, between 2006 and 2030, this increase will exceed 13 p.p.



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Author of the report "Retail in Poland 2025"



The report provides a structured summary of the work carried out by PMR Market Experts by Hume's in various areas of the retail market, based on analyses and proprietary surveys covering its main segments. It also presents breakdowns supplemented with new segments not previously covered (including household chemicals and cleaning products, pet supplies, and hygiene and sanitary products).

### **Main objective**

To present a comprehensive analysis of the non-food retail market in Poland and forecasts for its development.

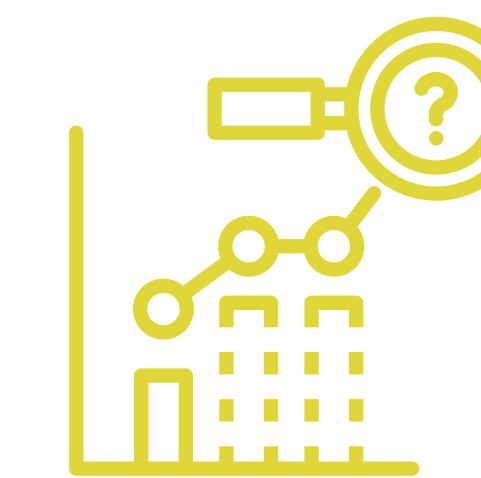
### **Additional objectives**

- to present key macroeconomic, demand-side, supply-side, technological and legal factors and trends in the non-food retail market
- to present the profile of Polish consumers
- to identify trends in offline and online consumer behaviour, as well as cross-channel flows



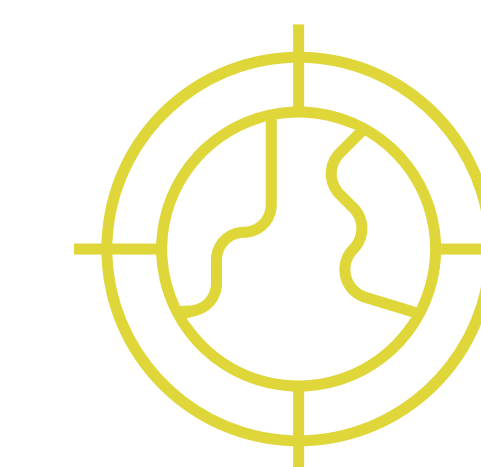
### **Time span**

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
- **value of the largest product segments** in 2021-2024, along with forecasts for their development up to 2030
- **price change forecasts** in individual non-food product segments
- forecasts for other macroeconomic and demographic factors
- **sales forecasts** for various retail formats operating in Poland – identification of the fastest-developing retail formats
- demand-side, supply-side, legal and technological **factors affecting the market**
- **main players** in the non-food retail market in Poland and its individual segments



## Subject matter

- value and structure of the market
- value of selected non-food retail segments
- forecasts for the total market
- profiles of major companies operating in the market

## Scope

Segments:

- household appliances, consumer electronics
- furniture and furnishings
- DIY products
- clothing, footwear and fashion accessories
- cosmetics
- toys
- pet products
- household chemicals



**RESULTS OF THE  
PROPRIETARY SURVEY OF  
1,001  
CONSUMERS  
ON NON-FOOD PRODUCT  
PURCHASES**

## **Consumer survey**

The survey was conducted using the CAWI (Computer Assisted Web Interview) technique.

During the survey, the sample was checked for key socio-demographic variables (gender, age, size of the place of residence) to ensure that it reflected the adult Polish population. The survey results are representative in terms of gender, age and place of residence of the adult Polish population. The maximum estimation error is  $\pm 3$  p.p. (at the assumed 95% confidence level).

**The structure of the questionnaire included several blocks of questions:**

- purchases in specific product categories
- places of purchase in specific product categories
- frequency of purchase of specific product categories
- declared spending (last purchase within a specific product category)
- balance between online and offline purchase channels
- respondent particulars



## Forecasts for additional indicators included in the report

Long-term market development forecasts were prepared for the report using econometric models and a 5-year time series.

The forecasts cover the period 2025-2030. For 2024, PMR prepared estimates based on preliminary data and market records for Q1-Q3 2024.

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

- GDP per capita and real GDP change,
- CPI inflation in individual non-food product segments,
- 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 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 this report „Retail in Poland 2025“

**1 Comprehensive overview of the non-food market in Poland**  
8 key segments: household appliances/electronics, furniture, DIY, clothing & footwear, cosmetics, toys, household chemicals, pet products.

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

**3 Ability to compare your own market position**  
Sales benchmark in a given category relative to the overall market, review of own revenue growth compared to the industry.

**4 Analysis of market shares and positions of competitors**  
A list of the largest players by revenue in the non-food market and in individual segments.

**5 Synthesised overview of consumer trends and insights**  
Qualitative and quantitative survey results providing a better understanding of consumer profiles and purchasing behaviour.

**6 Macroeconomic and demographic market conditions**  
The report provides forecasts for such indicators as CPI, GDP, disposable income, population and demographic groups.

**7 Information on prevailing trends**  
Identification of demand-side, supply-side, technological and legal factors, impact of inflation, e-commerce, price segmentation.

**8 Support for strategic and investment decisions**  
A tool for management boards, funds and strategy departments enabling the identification of investment areas.

**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 retail market in Poland?
- What share do non-food products represent and how will this change over the forecast period?
- What are the projections for its development over the next five years?
- What are the prevailing trends in the retail market in Poland?
- What is the impact of high inflation on the non-food market in Poland?
- What is the real growth rate of the non-food retail market in Poland?



**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+**

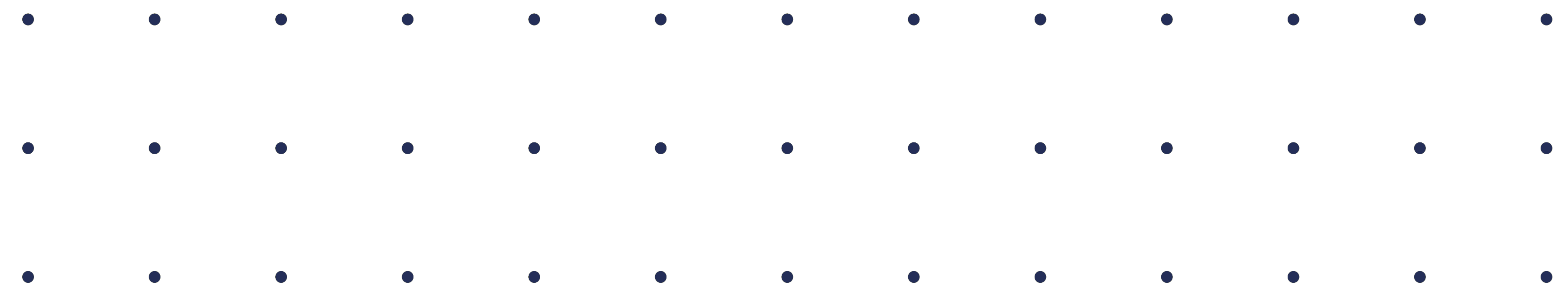
global clients

**5,000+**

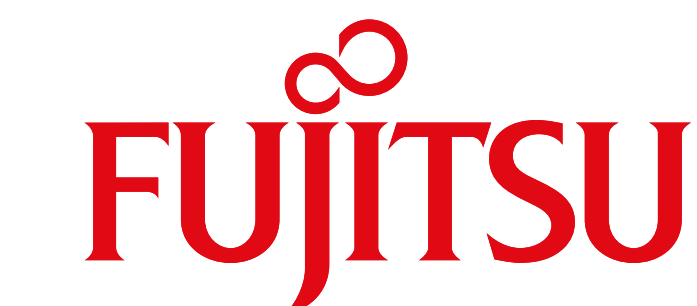
brands studied

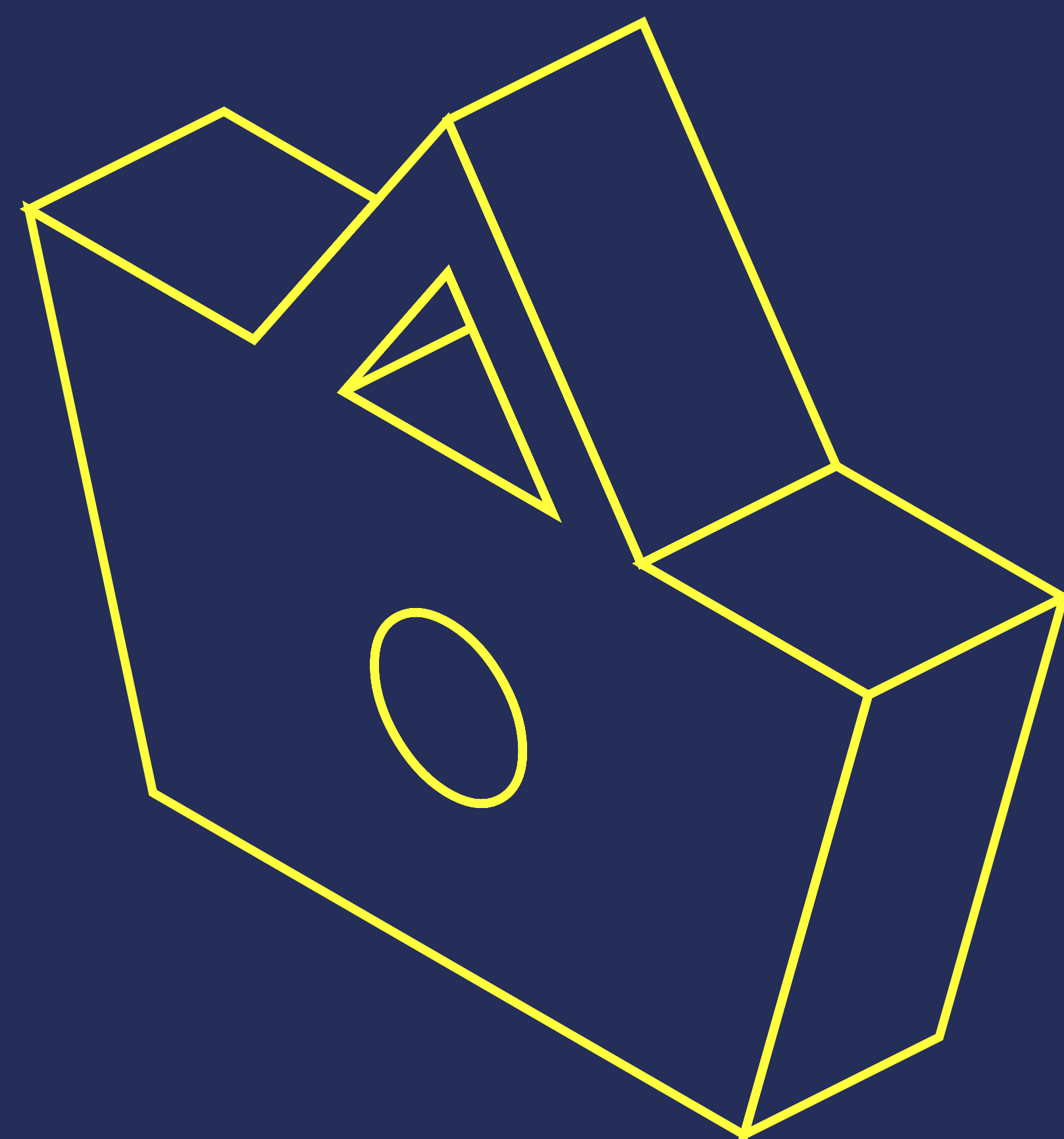
**50+**

analysed countries



# 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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