

NON-FOOD DISCOUNTERS MARKET IN POLAND 2026

MARKET ANALYSIS AND DEVELOPMENT
FORECASTS FOR 2026-2031





Board and C-Level

Enabling strategic investment decisions through reliable market and macroeconomic analysis.

Expansion and Sales

Identifying market gaps across Poland to drive strategic site selection in retail parks and smaller towns.

Marketing and Communication

Monitoring competitor brand awareness and optimizing strategies based on consumer sociodemographic profiles.

Procurement and Category

Optimizing product mix across key categories, including apparel, home decor, and household chemicals.

Analytics and Business Intelligence

Enabling autonomous data aggregation and market process modeling through ready-to-use Excel datasets.

Strategy and Business Development

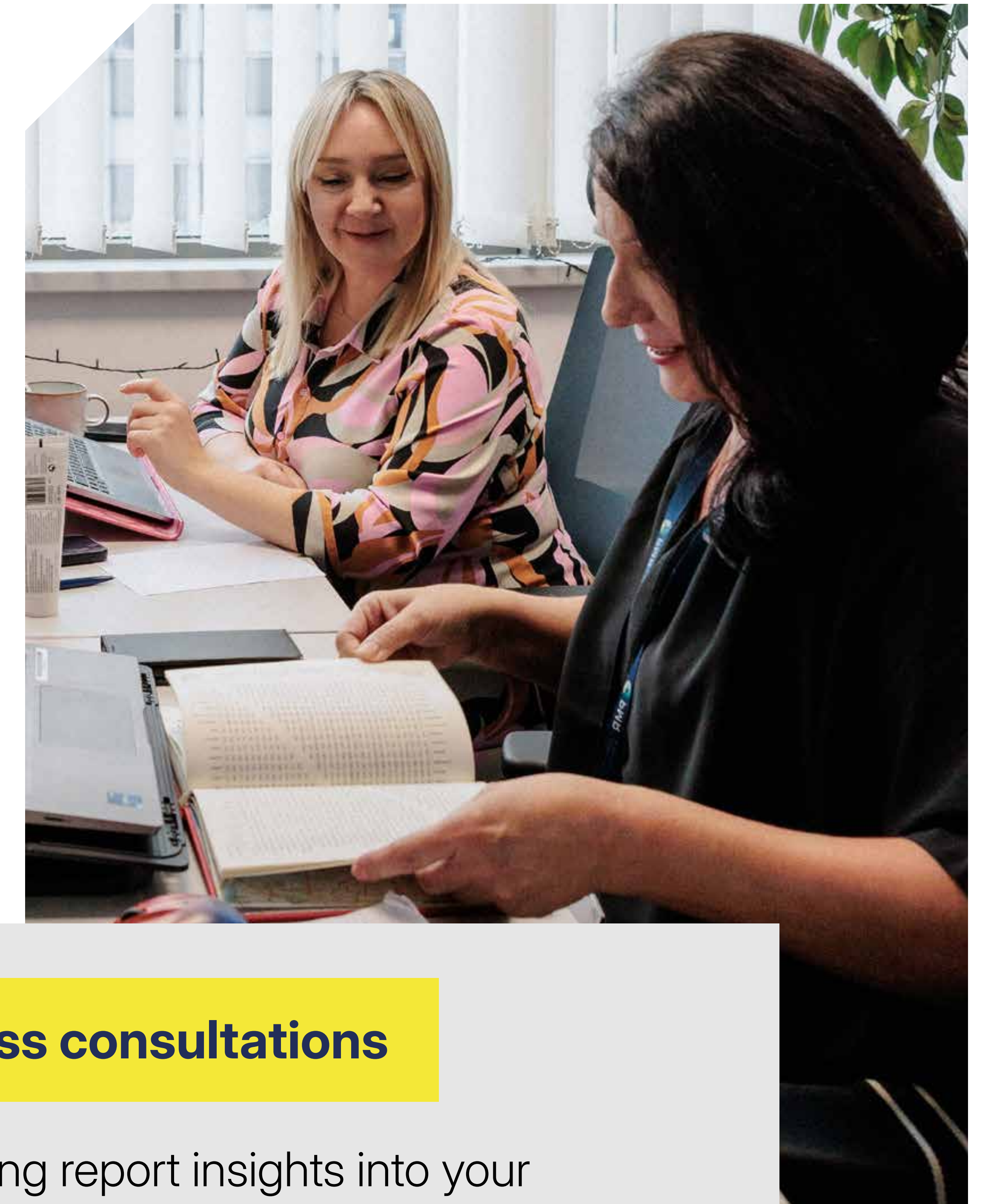
Setting long-term growth trajectories and strategic planning based on market projections through 2031.

Investing in our report means gaining a comprehensive toolkit and expert support that extends far beyond a simple data set.

THE REPORT PACKAGE INCLUDES:

- Main Report (PDF): In-depth analysis of the non-food discount market in Poland 2026, including projections through 2031.
- Executive Summary (PowerPoint): High-level insights and strategic trajectories tailored for swift Board and C-Level reporting.
- Database (Excel): Comprehensive datasets facilitating autonomous data processing and internal business modeling.

At PMR Market Experts, we ensure our reports serve as practical tools for business decision support, complemented by direct access to the professional guidance and expertise of our analysts.



Q&A Support

Our analysts are at your disposal to discuss methodology and address any inquiries, ensuring you gain a comprehensive understanding of every insight within the report.

INCLUDED IN THE REPORT PRICE

Report presentation

A high-level presentation of key insights designed to support internal kick-offs and facilitate knowledge sharing across teams.

INDIVIDUAL PRICING

Business consultations

Translating report insights into your company's specific challenges through strategic discussions with our experts on optimal growth trajectories and action plans.

INDIVIDUAL PRICING

In 2024, the non-food discount market in Poland recorded a year-on-year growth of nearly 18%, underscoring the format's robust performance. Notably, the store count rose by only approximately 6% year-on-year - a marked deceleration compared to the previous year. This suggests that growth was primarily driven by enhanced like-for-like productivity rather than aggressive footprint expansion. This shift highlights rising operational efficiency, optimized assortments, and a sustained consumer appetite for the non-food discount model.

Growth fundamentals remain solid over the medium term. The market retains capacity for further sales-per-store appreciation, even as new openings moderate. PMR Market Experts forecasts that 2025 growth dynamics will mirror 2024 levels, fueled by a combination of organic network growth and strengthening revenue from the existing store base.

Furthermore, 2025 marked a pivotal shift in market shares. PMR Market Experts' estimates reveal that after years of Pepco's market-leading position, Action has emerged as the new leader in the Polish non-food discount segment by sales value.



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Author of the „Non-food discounters market in Poland 2026” report



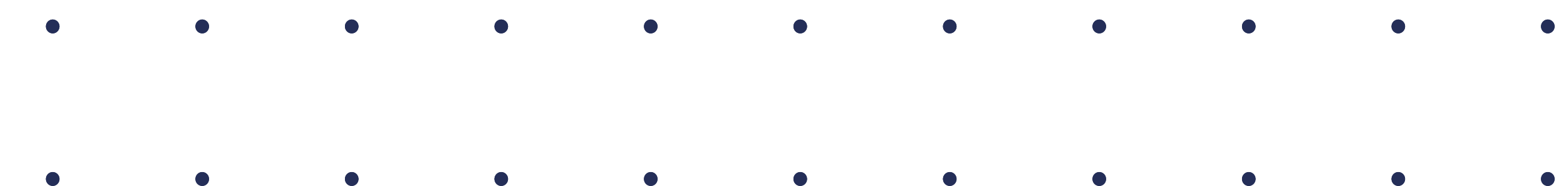


Market valuation and projections

- ↳ **Non-food discount market value** (2021-2025) with strategic forecasts extending to 2031.
- ↳ **Store count analysis** (2021-2025) with expansion projections through 2031.
- ↳ **Site potential** – historical data and forecasted store capacity.
- ↳ **Econometric modeling** – projections derived from historical trends and macroeconomic variables to establish robust growth scenarios.
- ↳ **Key growth drivers** – comprehensive analysis of market-shaping factors.

Product segmentation and distribution channel

- ↳ **Non-food sales structure** – detailed segment analytics:
 - clothing and footwear,
 - home furnishings,
 - cosmetics,
 - household chemicals,
 - toys,
 - pet supplies.
- ↳ **Channel interdependency analysis** – the role of non-food discounts compared to traditional retail, modern trade, and the rapidly growing e-commerce channel.
- ↳ **Non-food discount share** in specific retail market categories.



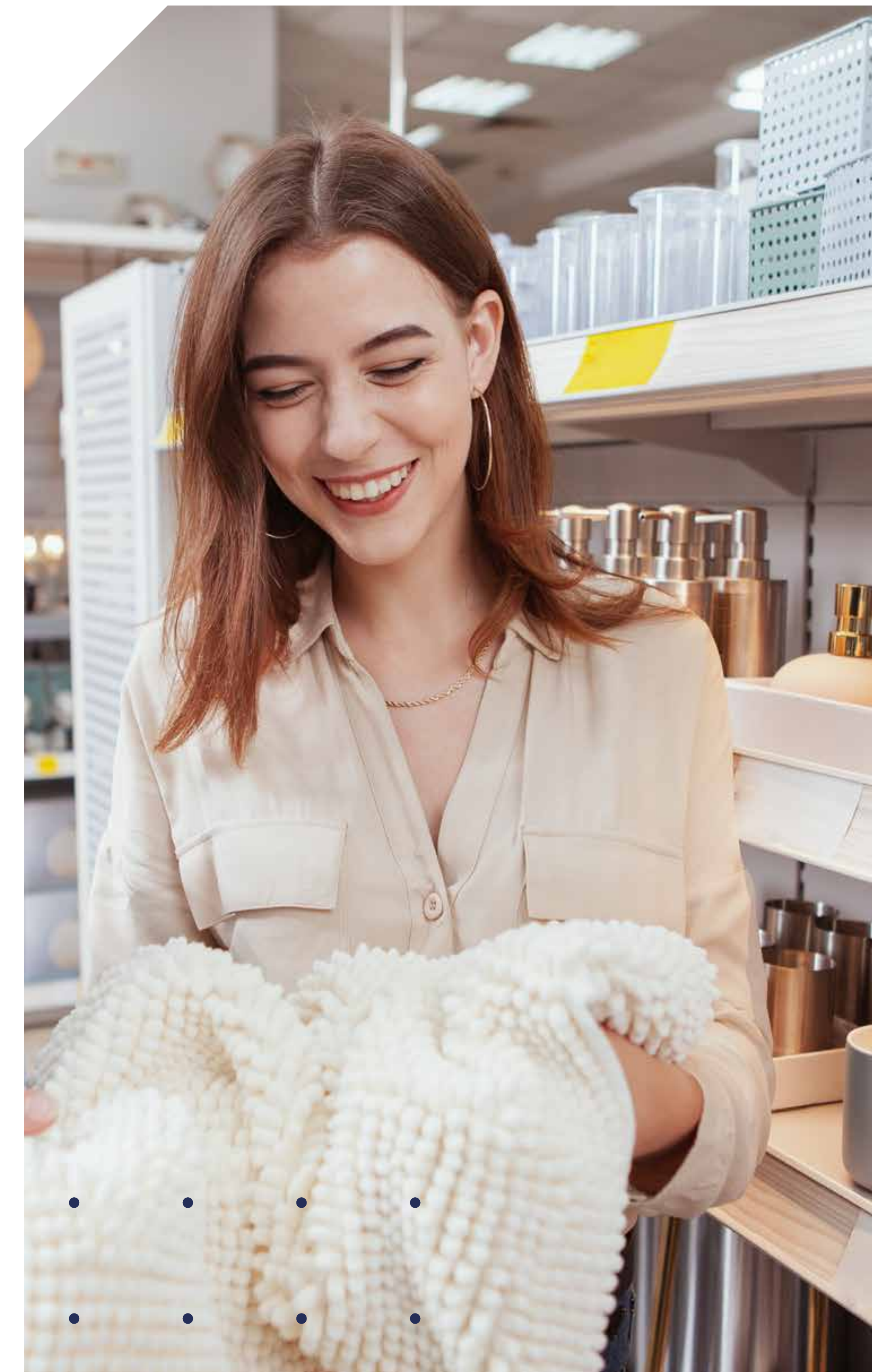
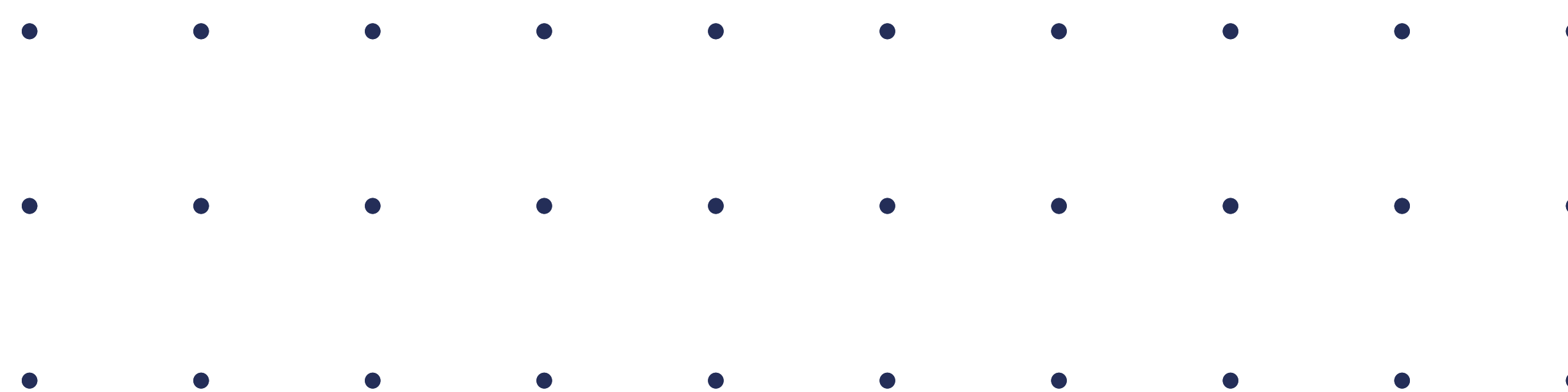


Consumer profile and demand analysis

- ↳ **Brand awareness** of specific non-food discount chains, including trends over recent years.
- ↳ **Non-food discount consumer profile** (overall and by specific retail chain).
- ↳ **Frequency and loyalty** – data on the regularity of consumer visits to specific retail chains.
- ↳ **Sociodemographic characteristics** – a precise description of target groups shopping at non-food discount stores, including age, income, and place of residence.

Benchmarking and key players

- ↳ **Market analysis of leaders** – profiles of the major players, covering their business models, sales performance, and the dynamics of new store openings.
- ↳ **Performance indicators and shares** – a comparison of market shares by value and number of stores, as well as an analysis of revenue per single facility.
- ↳ **Competitive landscape** – the competitive environment of discount stores within the largest product categories.



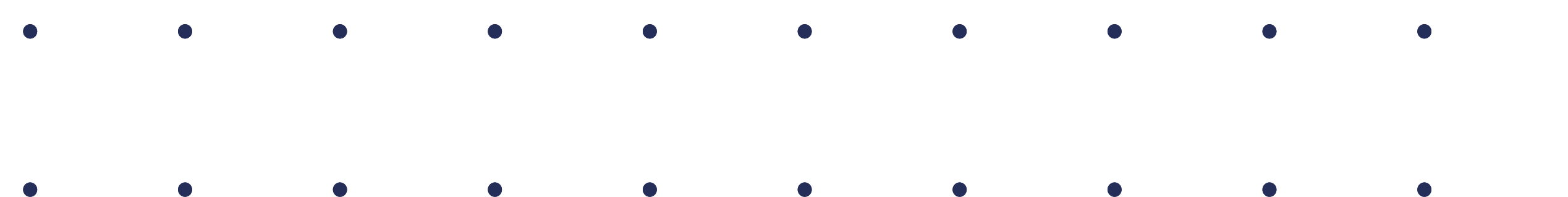


Subject matter

- ↳ Market value
- ↳ Number of facilities
- ↳ Market value structure broken down by:
 - Product categories
 - Major players
- ↳ Number of facilities
- ↳ Market value forecasts
- ↳ Forecasts for the number of facilities
- ↳ Sales value and market shares of the major players

Product categories

1. Clothing and footwear
2. Home interior products
3. Grocery products
4. School and stationery supplies
5. Pet supplies
6. Household chemicals
7. Toys
8. Cosmetics
9. DIY
10. Consumer electronics and home appliances
11. Other





Methodology and sample size

- ↳ Research method: the survey was conducted using the CAWI technique.
- ↳ Sample size: the study was carried out in late April and early May 2025 on a sample of n=1,000.
- ↳ Purposive sampling: the study included individuals who, within the last 12 months, had made a purchase at one of the following non-food discount chains: Pepco, Action, Dealz, KiK, TEDI, or Woolworth.

Key research areas – what did we ask consumers?

- ↳ Brand awareness: knowledge of non-food discount chains in Poland overall, broken down by gender, age, and place of residence.
- ↳ Frequency: how often consumers visit non-food discount stores.
- ↳ Shopping basket: the most popular product categories purchased by Poles, broken down by individual discount chains.
- ↳ Buyer profile: detailed sociodemographic characteristics of customers of specific chains (including gender, age, income, and household size).



Scope of PMR Market Experts by Hume's forecasts

The report provides forecasts for:

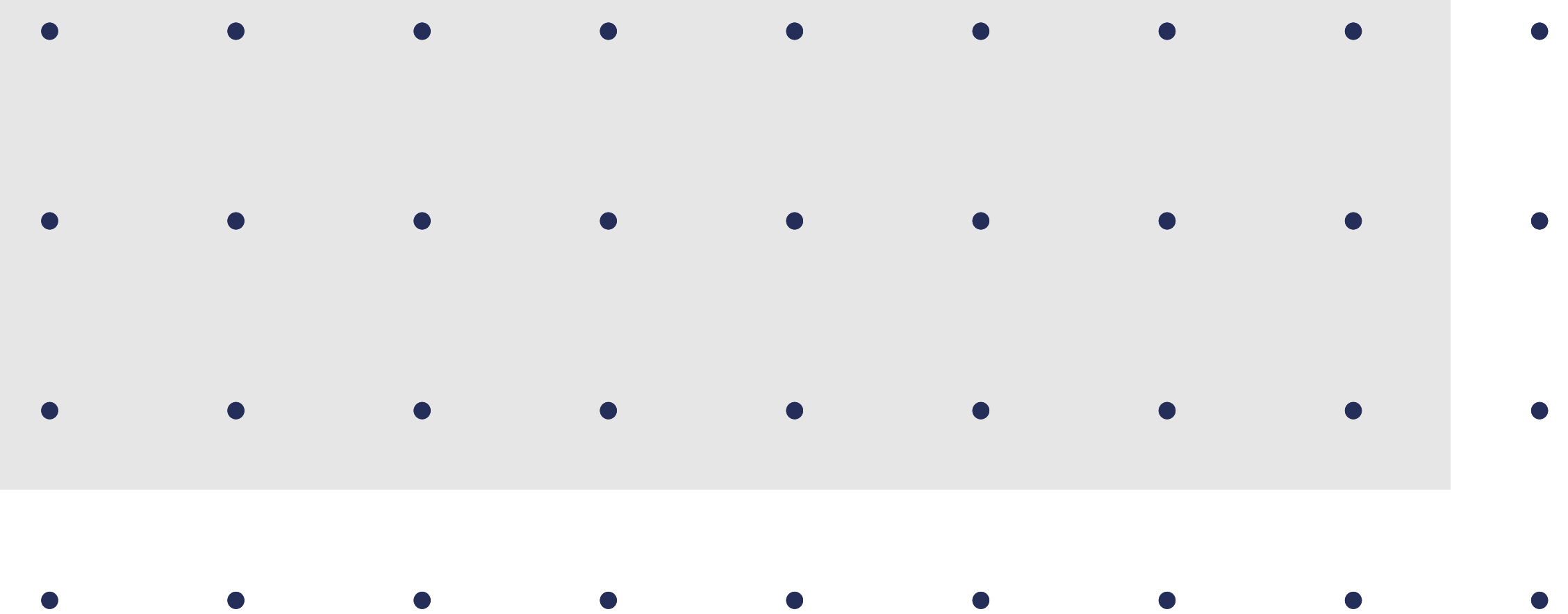
- ↳ Market value: forecasts for the total sales value of the non-food discount market.
- ↳ Retail infrastructure: forecasts regarding the number of stores through 2031.

Advanced macroeconomic input

The forecasts are supported by a detailed analysis of selected macroeconomic indicators, key to demand dynamics::

- ↳ GDP: forecasts for GDP per capita and real GDP growth.
- ↳ Income and wages: real growth of household disposable income and average monthly gross wage.
- ↳ Inflation: CPI inflation forecasts.
- ↳ Demographics: the number of residents in Poland and the shares of specific demographic groups
- ↳ Labor market: the annual average LFS (BAEL) unemployment rate.

The accuracy of forecasts published in PMR Market Experts by Hume's reports is exceptionally high, with a typical error level (MAPE) usually below 3%.



1 Overview of the non-food discount market in Poland

Market value along with an analysis of key product categories and expansion dynamics.

2 Access to precise forecasts for 2026-2031

The report provides 5-year projections developed using advanced econometric models (including ARIMA, VAR, and multiple regressions).

3 Key categories: value, dynamics, and customer choices

Sales value, shares, and dynamics of key categories (2021-2025), along with product rankings for each chain based on consumer preferences.

4 Insight into consumer behaviors and preferences

Buyer profile, visit frequency, and awareness of non-food discount chains among consumers.

5 Competitor analysis and market shares

Ranking of market leaders along with sales dynamics, market shares, number of stores, and performance indicators.

6 Macroeconomic and demographic market drivers

Forecasts for key indicators including CPI inflation, GDP, disposable income, population size, and demographic segments.

7 Benchmarking of own sales

Compare company results with market dynamics and benchmark operational indicators against industry leaders.

8 Strategic and investment decision support

The report provides essential analytics for banks and investment funds, supporting valuation processes, territorial expansion planning, and profitability assessments for new projects.

9 Additional materials: raw data in Excel

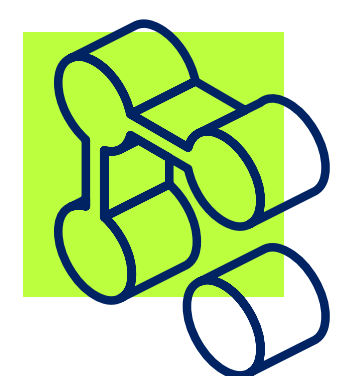
Enables independent data aggregation, custom analysis, and the development of internal organizational models.

10 Proprietary research and expertise

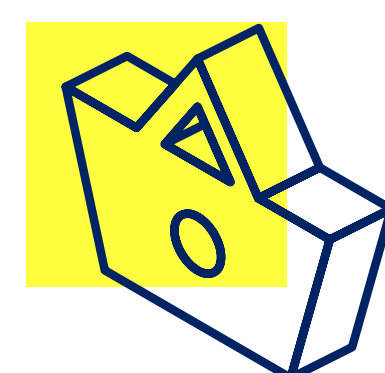
Combined data sources (primary and secondary), 20+ years of market experience, and a methodology based on dozens of variables.

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

At **PMR Market Experts**, we have been producing cyclical industry reports for over 20 years. Our core specializations include::



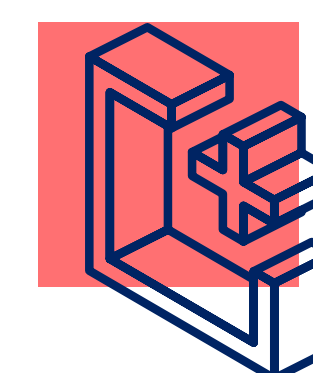
Digital & ICT



Retail



Pharma & Healthcare



Construction

Our reports are more than just a collection of facts – they provide reliable knowledge built on proven methodology. By combining primary and secondary data with proprietary algorithms and econometric models, we deliver precise insights into market value, dynamics, segmentation, and key industry players.

We are part of the **Hume's Institute** – a 360-degree research agency specializing in quantitative and qualitative research, market forecasting, and predictive analytics.

The synergy between PMR Market Experts' data verification experience and Hume's Institute's unique insights and verified forecasts provides our clients with actionable knowledge and a competitive edge.

To date, over 600 clients worldwide have trusted our services. We have analyzed more than 5,000 brands across over 50 markets. Our reputation is built on the trust of global leaders – **we cooperate with 70% of the Fortune 500 companies.**

20+

years of experience

600+

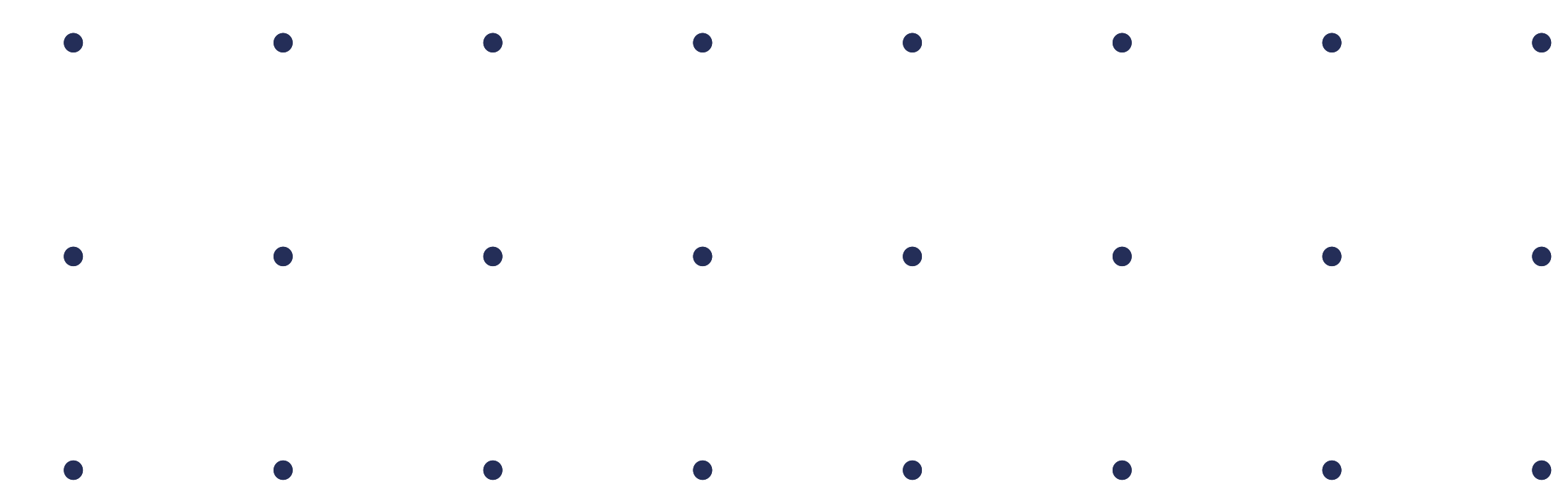
global clients

5 000+

brands researched

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countries analyzed



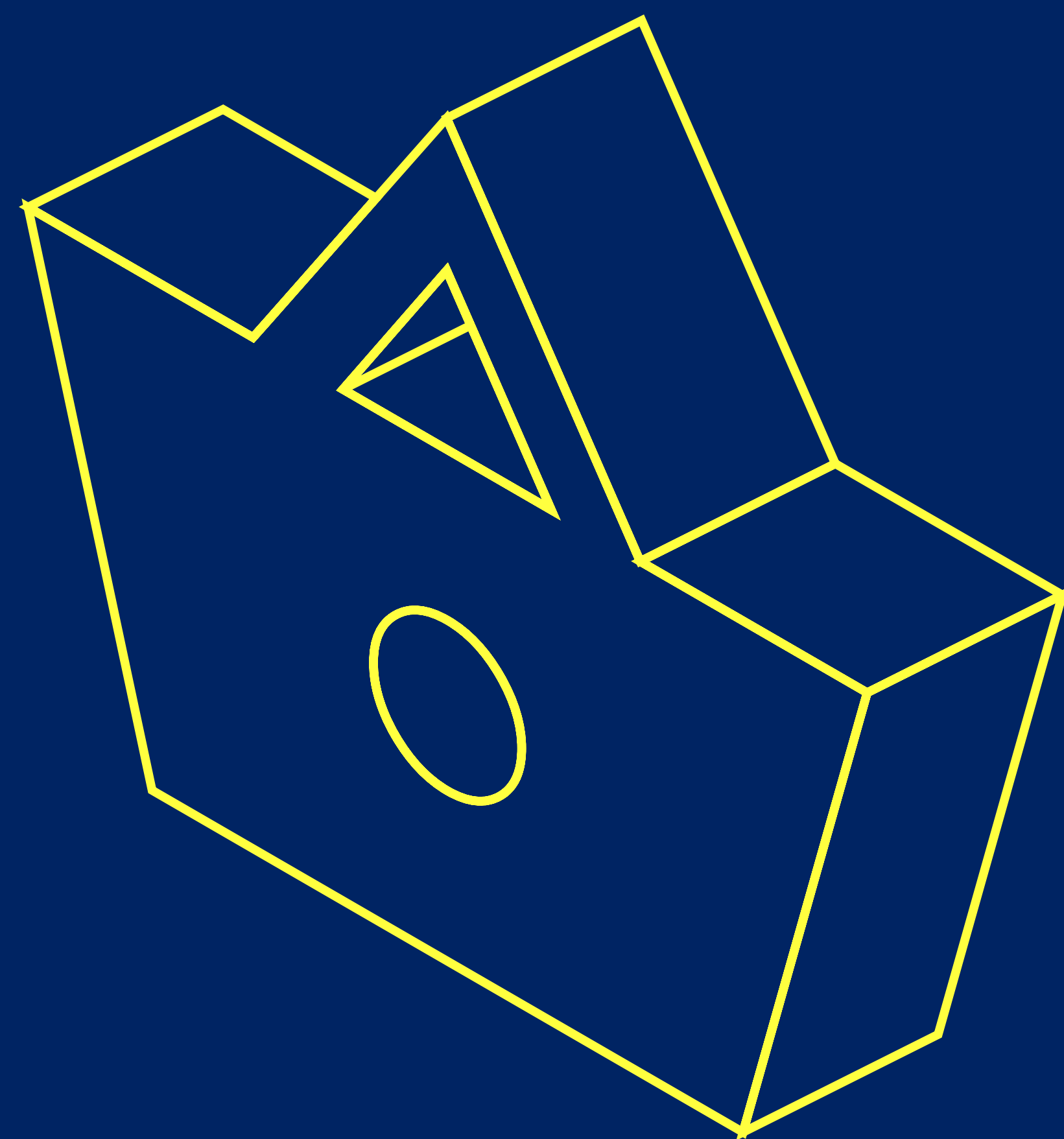
Trusted by over 600 companies, including:

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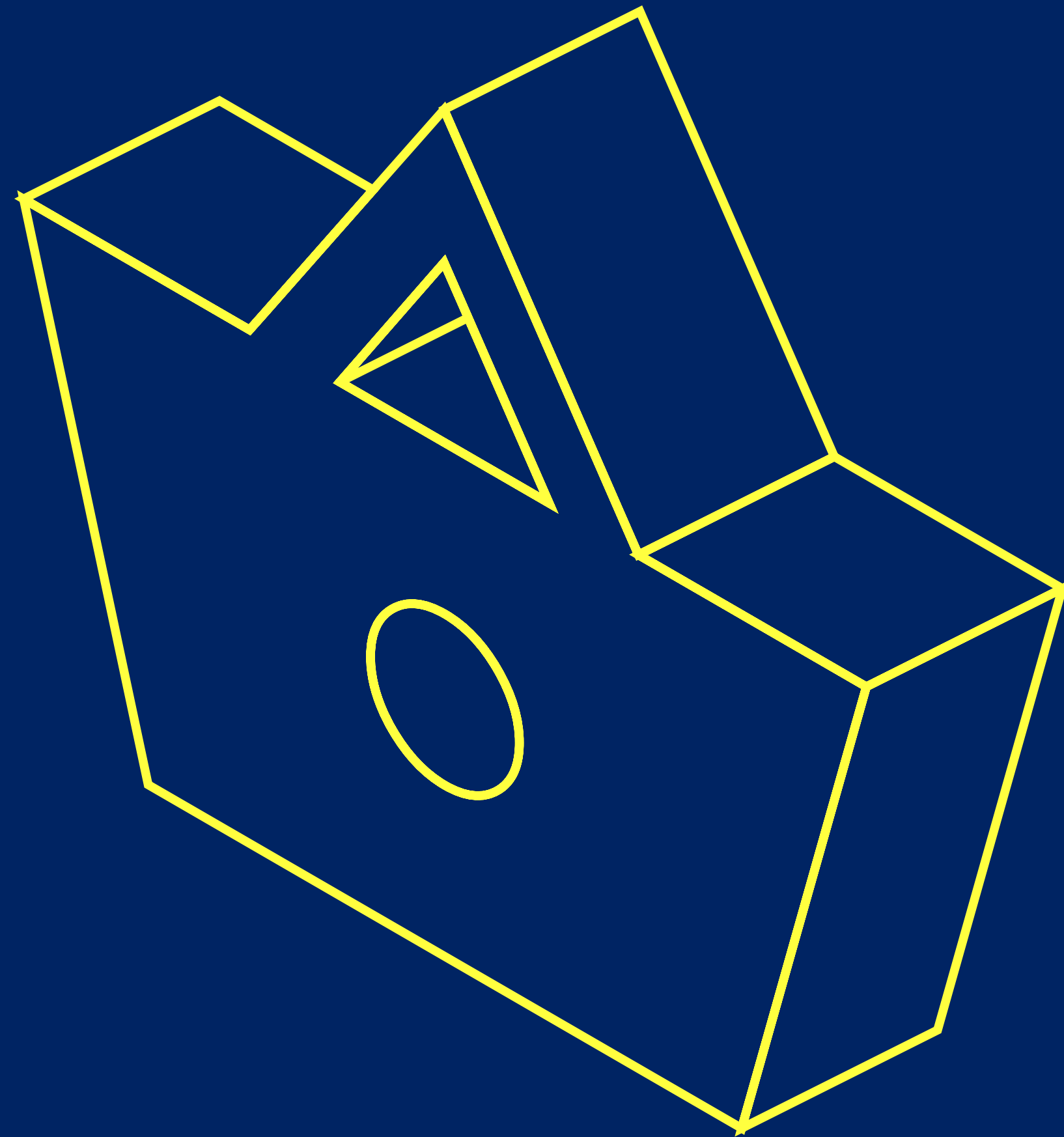
REPORTS RETAIL 2026

FMCG

- **Cosmetics** retail market in Poland
- **Grocery** retail market in Poland

NON-FOOD

- **Clothing and footwear** retail market in Poland
- **Sports goods** retail market in Poland
- **Children's products** retail market in Poland
- **DIY** retail in Poland
- **DIY** retail in Romania
- **Home furnishings** retail market in Poland
- Retail market of **home appliances, electronics and digital media** in Poland
- **Non-food discounters** market in Poland
- **Retail** market in Poland (2025)



REPORTS RETAIL 2026

GASTRONOMY

- **HoReCa** market in Poland
 - ↳ additional data update: March, September, December
- **HoReCa supply** market in Poland
- **Food to Go** retail market in Poland
- **Diet catering** market in Poland
- **Diet catering** market in the Czech Republic

E-COMMERCE

- **Online** retail market in Poland

WEEKLY

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

Can't find the answer you need? **We will dive deep into your specific topic and deliver a custom solution!**

At Hume's Institute, we offer customized, in-depth analyses, focusing on research ranging from trend exploration and market future modeling to customer segmentation and innovation testing. We help our clients find answers to their key questions by delivering reliable, fact-based knowledge in both the B2B and B2C sectors.

WE CAN SUPPORT YOU IN 6 STRATEGIC BUSINESS AREAS:

Market

Market potential and structure analysis. 5-year forecasts, scenario modeling, and trend identification.

Customer

Segmentation and decision-making process mapping. Satisfaction surveys and identification of hidden needs.

Products

Innovation and product concept testing, optimization of product portfolio, pricing, and key decision-making attributes.

Competition

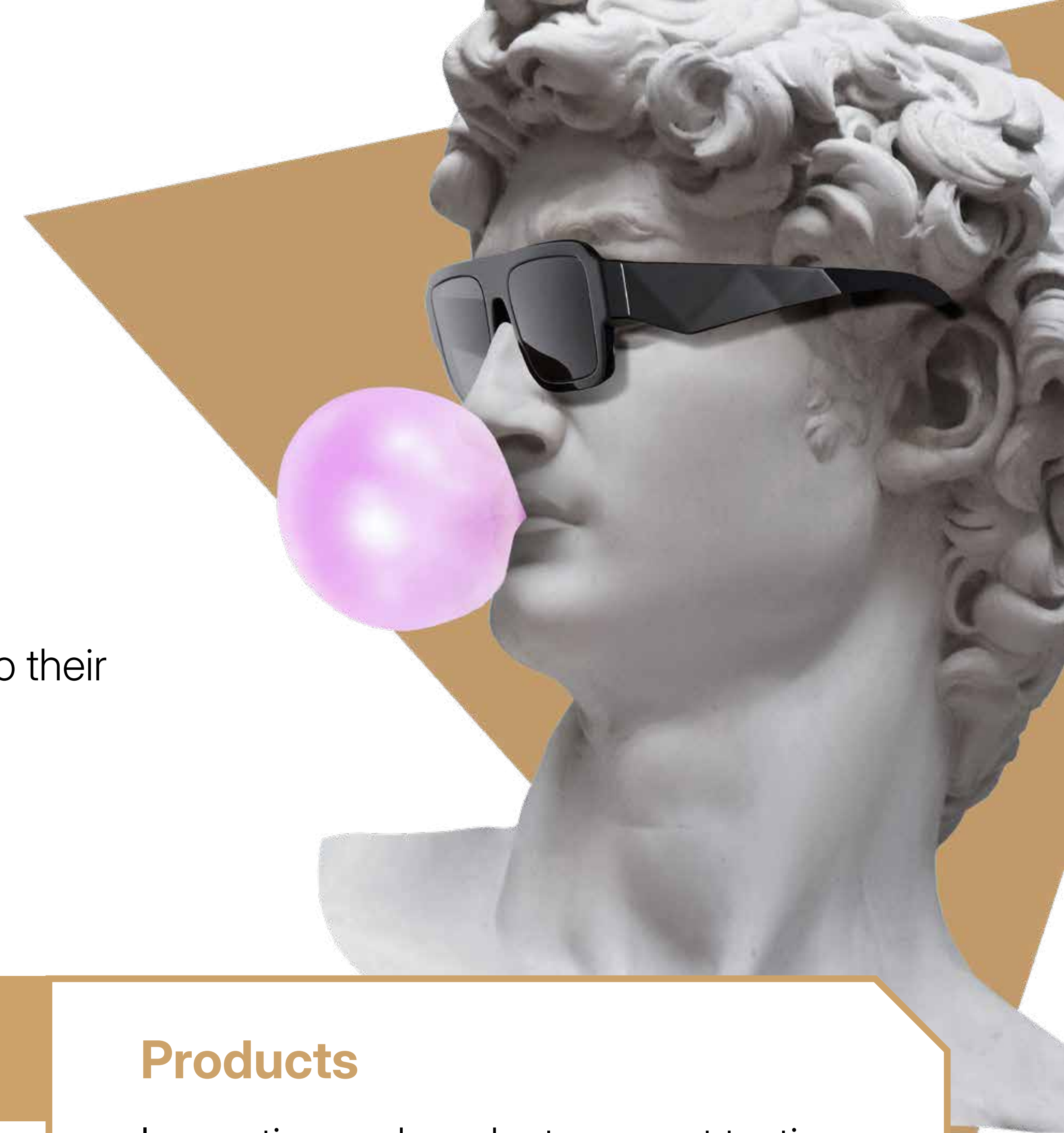
Benchmarking, analysis of key players' strategies, and monitoring of competitors' future actions.

Distribution

Optimal sales channel analysis and effectiveness. Research into purchasing processes across channels.

Marketing and Communication

Effectiveness research of campaigns and communication alignment. Brand image and positioning audit.



Contact



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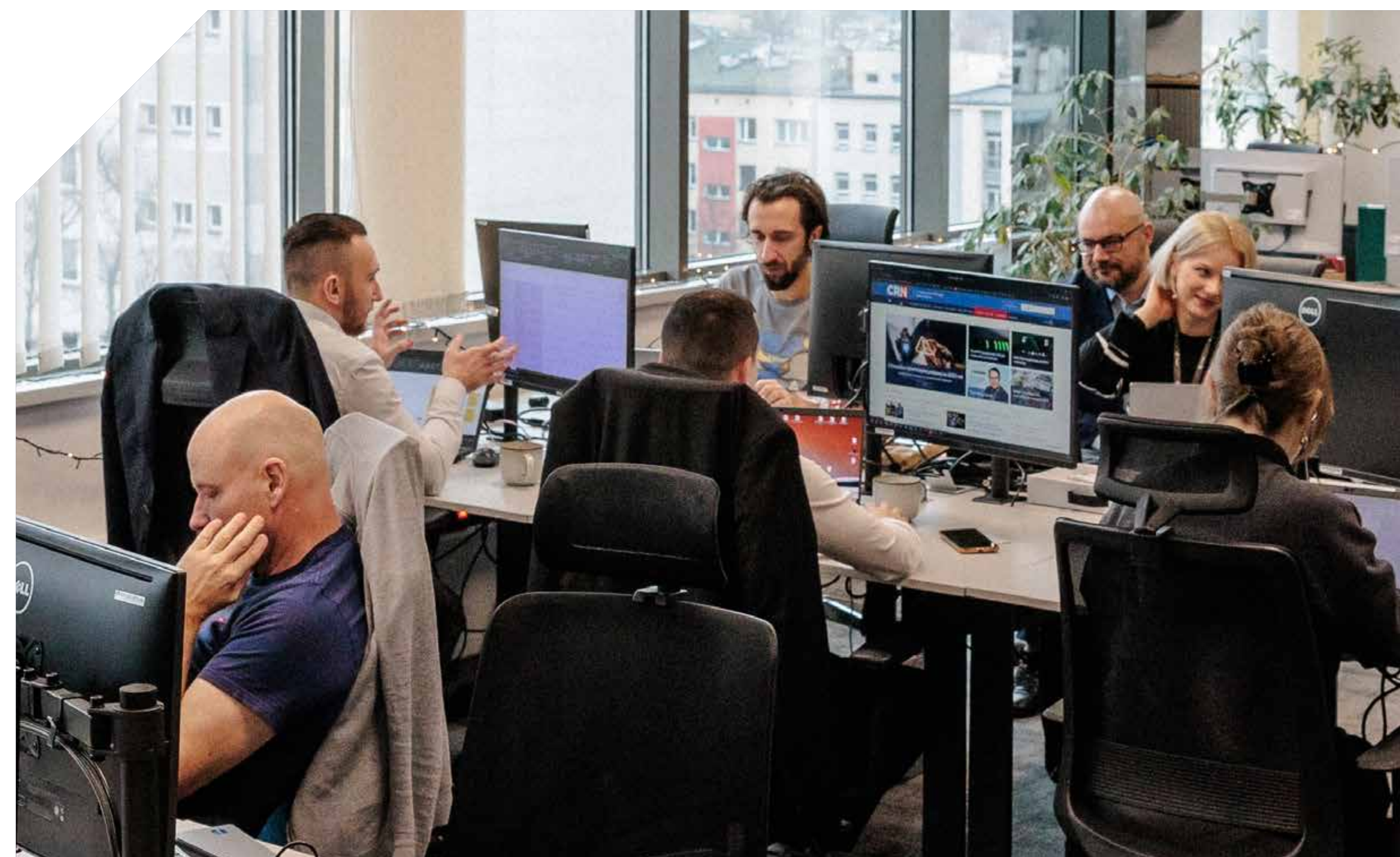
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