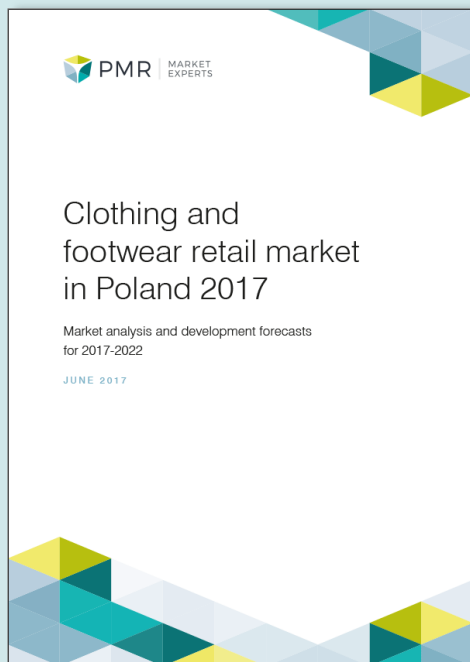


# Clothing and footwear retail market in Poland 2017

Market analysis and development forecasts for 2017-2022



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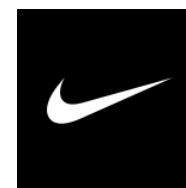
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What is the content of the report?

- **Market value, with a 5-year forecast** developed by PMR econometricians using proven models
- **Sales value** in distribution channels in 2013-2022
- **Value of clothing and footwear segments** 2013-2022
- **Expert commentary** explaining the data: causes, consequences, other development scenarios for the clothing and footwear retail market in Poland
- **Consumer profile** and segmentation based on a **PMR survey of 500 adults** carried out at the beginning of 2017
- **Consolidation processes** taking place on the clothing and footwear retail market in Poland
- **Impact of recently enacted and planned legislation** on clothing and footwear retail (Rodzina 500+ programme, restrictions on Sunday trade etc.)



Who benefits from the analysis?

- Clothing and footwear chains
- Sporting goods chains
- Mail order firms
- Large-format grocery stores
- Online stores and platforms
- Manufacturers of clothing and footwear
- Manufacturers and retailers of fashion accessories
- Manufacturers and retailers of leather goods
- Banks and investment funds
- Companies planning to add clothing and footwear to their offer



Why to buy the report?

- Comprehensive picture of clothing and footwear retail in Poland and all its distribution channels – a resource for assessing market opportunities
- 5-year development forecasts for the market as a whole and individual distribution channels developed by the PMR team
- Profile of the consumer developed from a survey of 500 adults – helps confirm or identify key market trends.

A survey of clothing and footwear chains offering a unique perspective on the market as seen from the level of market participants – a useful check on hypotheses and forecasts