



PMR Industry Report

15th edition

Grocery retail market in Poland 2017

Market analysis and development forecasts for 2017-2022

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Language: Polish, English

Delivery: PDF, PPT, XLS / online access

Contain: Report + Executive Summary + Database of report stats

Price list:

Standard licence: 2700€

Standard Plus licence: 3510€

Corporate licence: 6750€

Executive Summary *

Corporate licence: 0€

* Can only be purchased together with the Report

Learn more

Request a free sample

Take advantage of the PMR offer

If you are interested in the PMR report or deepening of selected segments or additional expertise on the grocery market, I invite you to contact our consultants.



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PMR Report

- **Unique 5-year forecasts** prepared by the PMR team using a **proven and coherent methodology**
- **Expert commentary** allowing for a better **understanding of the current and future situation** and **opportunities and threats**
- Description of the main **trends and legal changes** affecting the market

Executive Summary

- An **executive summary of the report in PowerPoint** format with charts/graphs
- **Ready-to-use presentation material** for company strategy meetings

Database of report stats

- An Excel file containing all the key statistics from the report, **allowing the reader to arrange and manage the data according to their own needs**
- **A useful tool for analysts** – allows for data from the report to be easily merged with internal company data or other external data

What is the content of the report?

- **Market value, with a five-year forecast** developed by PMR econometricians using proven models
- **Analysis of the macroeconomic situation in Poland** along with predictions for the period 2017-2022 and forecasts of key economic indicators until 2022
- **Profile of the consumer** developed from a survey of the Polish grocery basket carried out by PMR in early 2017 on a representative sample of 600 adults
- **Key market trends** and their likely future trajectories
- **Expert commentary** explaining the data: causes, consequences, other development scenarios for the Polish grocery market
- **Description of the consolidation processes** taking place in grocery retail in Poland
- **Value and market share of key distribution channels** along with a forecast till 2022
- **Analysis of online grocery retail** along with a five-year forecast
- **Ranking list of the largest grocers** in Poland by revenue, store numbers, and floorspace with information on expansion plans

5 Reasons to choose PMR

- 1 It is already the **15th edition** of the PMR report on grocery retail and it uses a proven and coherent methodology allowing for comparability between editions
- 2 **Comprehensive picture** of the Polish grocery market and all its distribution channels – a resource for assessing market opportunities
- 3 **Five-year development forecasts** for the market as whole and for individual distribution channels prepared using advanced econometric methods - a useful tool for strategy development (short-term strategy, long-term strategy, sales strategy)
- 4 The report includes an in-depth analysis of key trends prevailing on the grocery market and their influence on market value, including a discussion of **alternative market development scenarios till 2022**
- 5 Includes findings from a **consumer survey** on a representative sample of Poles illustrating the current market situation and consumer trends



Who benefits from the PMR report?

- Managerial staff of grocery chains and persons involved in strategy development
- Manufacturers and distributors of grocery products
- FMCG wholesalers
- Packaging manufacturers
- Trade associations and bodies
- Companies planning entry into the Polish grocery market
- Consultancies and advisory firms
- Retailers planning M&A deals
- Property developers and building contractors specialising in retail schemes
- Economic departments of embassies and foreign trade associations

THEY TRUSTED US:

