



PMR Industry Report

The 9<sup>th</sup> edition

# HoReCa market in Poland 2017

## Market analysis and development forecasts for 2017-2022

Publication date/Update: April/October 2017

Language: Polish, English

Delivery: PDF, PPT, XLS / online access

Contain: Report + Executive Summary + Database of report stats

### Price list:

Standard licence: 3600€

Standard Plus licence: 4680€

Corporate licence: 9000€

### Executive Summary \*

Corporate licence: 500€

### Database of report stats \*

Corporate licence: 500€

\* 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 HoReCa market, I invite you to contact our consultants.



*Justyna Frankowska*

Head Retail Expert

### Contact PMR and get more info:

+48 12 340 51 30 | [moreinfo@pmrcorporate.com](mailto:moreinfo@pmrcorporate.com)

PMR Ltd. Sp. z o.o., ul. Mogilska 65, 31-545 Kraków

## 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 5-year forecast** developed by PMR econometricians using proven models
- **Market development scenarios until 2022** (with estimated impact of specific factors on projected market value), developed in collaboration with a team of econometricians
- **Value of the main HoReCa segments**, i.e. Ho(tels), Re(staurants) and Ca(tering), as well as sub-segments such as fast food bars, pizzerias, restaurants, cafés and alcohol bars in 2013-2022
- **Relative share of chain restaurants vs. independent restaurants** in the Restaurant segment as measured by sales value and number of outlets, with a forecast till 2022
- **Consumer profile and segmentation** based on a **PMR survey of 1,000 adults** carried out at the beginning of 2017
- **Key market trends** and their likely future trajectories
- **Expert commentary** explaining the data: causes, consequences, other development scenarios for the HoReCa market in Poland
- Consolidation processes taking place in the Polish HoReCa market
- Analysis of HoReCa firms' product assortment and supply sources, broken down into market segments
- Analysis of the operating costs and food costs of HoReCa firms
- Ranking list of the largest restaurant chains, catering firms and hotel groups in Poland by revenue and number of outlets
- Analysis of the macroeconomic situation in Poland, along with predictions for the period 2017-2022 and forecasts of key economic indicators until 2022
- Market value
- Sales revenues of HoReCa chains
- Value of market segments and sub-segments
- Number of outlets belonging to leading chains
- Combined market share of the largest players

# 5 Reasons to choose PMR

- 1 It is already **the 9<sup>th</sup> edition** of the PMR report on the HoReCa market
- 2 **5-year development forecasts** for the HoReCa market as a whole and its segments, developed by the PMR team using advanced econometric models - a valuable tool for strategy development (short-term strategy, long-term strategy, sales strategy)
- 3 **Profile of the consumer** developed from a survey on a representative sample of 1,000 adults – helps confirm or identify key market trends.
- 4 Detailed analysis of select **product assortment groups**
- 5 Analysis of the **competitive landscape and leading players** that will be of help in deciding whether to expand into a new segment or how to design the product offer



## Who benefits from the PMR report?

The report is designed for managers and sales, marketing, strategy, and business development professionals of the following types of organisations:

- Gastronomic chains
- Franchisors of gastronomic concepts
- Hotel chains and catering companies
- Food wholesalers
- Suppliers of food, services and solutions to the HoReCa sector
- Packaging manufacturers
- Trade associations
- Companies planning to enter the Polish HoReCa market
- Banks and investment funds,
- Companies contemplating adding HoReCa products to their offer
- Companies who count HoReCa firms among their customers, e.g. mall operators, marketing services firms
- Companies interested in the habits of Polish consumers (research firms, consultancies, advertising agencies).

THEY TRUSTED US:

