



**7<sup>th</sup>**  
edition **!**

# Grocery Retail in Poland 2009

Market analysis and development  
forecasts 2010-2012

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Publication date: December 2009

Language: English, Polish

## Word from the author:



Economic recession and worsening consumer moods have contributed to significant factors to the slowdown of the retail market in Poland in 2009. Modern distribution channels perform better than traditional stores – this year their consumers choose larger retail chains where they can be assured of lower prices. The economic crisis has been beneficial for discount stores offering low priced products and delivering the needs of the consumer in a local store format. On the other hand, franchise networks of small stores have been developing exceptionally fast this year. The difficult market situation forces many of the independent retailers to cooperate with stronger partners.

**Patrycja Nalepa**, Retail Analyst

## About this report:

**Grocery Retail in Poland 2009**, Market analysis and development forecasts 2010-2012 is a comprehensive guide to all important aspects of the market – from **consumer characteristics** to **sales values**, commercial **infrastructure** to **distribution channels** and **capital connections** to **mergers and acquisitions**. More than **30 top companies** in the marketplace are introduced via detailed profiles. The **seventh edition** of this popular document builds upon the solid data and **forecasting up to 2012** completed for previous editions, and adds new features, as consumer **research results** conducted by **PMR Research** showing **preferences** and **behavior** of Polish consumer in regards to FMCG shopping.



## If you are interested in complete coverage of:

- the total market value
- the nature of Polish consumers – their demographic characteristics, level of purchasing power and buying preferences
- value of the retail trade in Poland, the infrastructure that supports the industry and regional concentrations
- trends and events in the marketplace that affect solid decision making
- details of the main product distribution channels: hypermarkets, supermarkets (including delimitations), convenience shops, discounters, market places, online sales and others

...then this is a report for you!

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