



**3** report  
edition !

# Private label in Poland 2009

Market analysis and development  
forecasts for 2009-2011

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Publication date: October 2009

Language: English, Polish

Extra: Excel database of private label products

## Word from the author:



The economic crisis may make more and more consumers turn towards retailers' own brands. Some price-conscious shoppers start to buy cheaper equivalents of branded products. Retailers, seeking to capitalise on the new market situation, pay more attention to the development and proper exposition of their private labels.

Increasing range and improving quality of private label products available on the shelves stimulate consumers' interest in them and help improve the way they are perceived. That, in turn, translates into higher revenues generated on these goods.

**Patrycja Nalepa**, Retail Analyst

## Report description:

The report tracks the growth of the expanding supply and consumer demand for private label products in Poland. This report provides a real time **snapshot of current market conditions** and **forecasts developments to 2011** based on solid data and input received directly from producers, retailers and consumers regarding the growing variety of private label products available at **discount stores, hypermarkets, supermarkets** and **traditional grocery shops across** the country.

Special PMR studies focus on **consumer preferences, attitudes** and **awareness**. Leading private label **retailers** are **profiled**, and their private label strategies are exposed for the benefit of new entrants in this potentially prosperous, ever-expanding marketplace.

In addition there is also an informative reference tool constructed specifically for this report, in **Excel** format, **that contains data on more than 7500 private label products**.



In addition there is also an informative reference tool constructed specifically for this report, in **Excel** format, **that contains data on more than 7500 private label products**. Each detailed product description is broken down to:

- category
- retail price in PLN and €
- container weight/volume
- retail chain
- private label name
- name, address and contact details of the producer with production profile.

## If you are looking for:

- reliable data on private label market in Poland
- market assessment based on years of PMR analytics experience
- excel database with more than 7 500 private label product described
- market development forecast up to 2011
- the results of consumer buying behaviour and preferences research
- profiles of key players on the market in Poland

...this report is for you!

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## PMR MarketInsight Methodology

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