



Grocery wholesale in Poland 2008

Market analysis and development
forecasts for 2009-2011

Publication date: **November 2008**

Updating date: **January 2009**

Language: **English, Polish**

A word from author:



“Over the last dozen or so years the grocery wholesale market became heavily concentrated. It came at the cost of small local wholesalers, which – unable to survive on the more and more demanding market – had to join larger groups or discontinue operations. During the last 2-3 years the consolidation processes gathered pace, as larger regional and pan-regional wholesalers started to merge to establish groups which would play more significant roles.

Wholesalers are no longer limited to their core business now. To offer their customers extra support, they start to provide consultancy services concerning modern business solutions aimed at increasing competitive power. The companies also launch loyalty schemes, publish newsletters presenting products on special offers and enable placing orders via internet. In addition, they establish new branches to increase their geographical reach, employ new sales representatives, expand their vehicle fleets, invest in IT solutions, expand and optimise the range of products offered as well as introduce private labels”.

Patrycja Nalepa, Retail Analyst


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PMR MarketInsight is the result of over 10 years of experience in conducting industry analysis on Central and Eastern European markets.

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Methodology



Most of the major wholesalers offer general grocery products, while only a few sell specialist products.

Report description

Our report offers a comprehensive **analysis of the wholesale grocery market in Poland**. In particular, the report focuses on analysis of market trends and comparison of the largest companies in terms of revenues, number of warehouses, range of products offered, size of the fleet and geographical reach as well as customer type and distribution methods.

The report also profiles key industry players. Key coverage includes development forecasts up to 2011.

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Key sections

Wholesale grocery market overview

- Socio-economic overview of Poland
- Overview of the wholesale grocery market
- Value and forecasts of the wholesale grocery market
- Value and forecasts of the retail market and its segments
- Overview of the markets of small grocery stores, restaurants and stores at petrol stations

Wholesalers

- Top 20 grocery wholesalers
- Top tobacco wholesalers
- Top beverage and alcohol wholesalers
- Comparison and their strategies

Current industry trends

Key player profiles

- Contact details
- Sales performance 2006-2007
- Company description
- Development plans
- Key data: sales per sqm, number of SKUs, warehouses, loyal customers, fleet, geographical reach

Most of the companies operating on the grocery wholesale market are local and regional distributors. Only seven operate nationwide.

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More and more wholesalers seek to start closer cooperation with the retail segment, to ensure more stable sales revenues.

An essential read for:

- top management of companies either already active or considering launching operations on the wholesale grocery market in Poland
- retail chains, distributors, grocery producers, and logistic companies.

This report is an invaluable resource for any company active in or considering entry to the Polish grocery industry.

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