

Apparel and Footwear Specialists in Poland

March 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Consumers continue looking for savings as inflation puts pressure on their disposable incomes

The number of offline stores is decreasing due to a growing shift towards retail e-commerce

Stores open in retail parks in response to consumer demand

PROSPECTS AND OPPORTUNITIES

Ongoing decline in outlet numbers with the channel characterised by fast fashion

Apparel and footwear chains focus on retail e-commerce at the expense of their offline stores

Trend towards second hand clothing is long lasting and forces manufacturers to boost their focus on sustainability

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