

# General Merchandise Stores in Poland

March 2024

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### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Increased budget-consciousness among consumers favours variety stores

Expansion of Action and Dealz in Poland

German chain Woolworth sees potential for development in Poland

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The growth of variety stores associated with favourable forecasts for retail parks

Intensified competition hampers operational efficiencies and profit margins

Continued decline for department stores over the forecast period

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