

Consumer Lifestyles in Poland

May 2023

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Consumer landscape in Poland 2023

Personal traits and values

"Time for myself" remains a high priority

Identity, status and values reflected in consumer attitudes and behaviour

Consumers appreciate innovation and look for new experiences

Younger consumers have a more positive outlook on their future

Personal traits and values survey highlights

Home life and leisure time

Active households are driving consumers to invest more in their home spaces

Consumers spend a good part of their leisure time engaging with friends online and offline

Energy efficiency is a key home feature for Poland households

Access to green spaces is valued by all generations

Demand for domestic leisure trips remain strong as consumers stay closer to home

Home life and leisure time survey highlights

Eating and dietary habits

Consumers pay more attention to the health benefits of the foods they eat

Lack of time to buy groceries and prepare home-cooked meals impacts meal choices

Home cooking a regular choice but demand for ready meals and restaurant food booming

Consumers make their food choices based on perceived health benefits

Consumers are willing to pay more for foods that taste good

Eating and dietary habits survey highlights

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Expectations of high levels of employee health and safety apparent across generations

Conditions that allow for a strong work-life balance are important for many

Salaries and job security remain important job considerations

Many see their future working lives fitting more easily around their lifestyles

Working life survey highlights

Health and wellness

A high percentage of consumers regularly take vitamins to boost their health

A growing number of consumers focusing on improving their mental wellbeing?

Consumers look for food attributes that they feel will benefit their health

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Health and wellness survey highlights

Shopping and spending

Cost-of-living crisis motivating consumers to find ways to manage their budgets

Despite pressure on household budgets consumers want good quality products

Consumers want products with easy-to-understand labels

Consumers are becoming more mindful of the impact of their purchasing habits

Consumers embrace the circular economy and support brands that share their values

Consumers engaging more with companies and brands through social media channels

Data privacy is a concern, but technology is key to enhancing the shopper journey

Consumers are focusing their attention on spending on essentials

Most generations are able to regularly save a portion of their income

Shopping and spending survey highlights

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