



**Euromonitor
International**

Consumer Values and Behaviour in Poland

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CONSUMER VALUES AND BEHAVIOURS IN POLAND

Scope

HIGHLIGHTS

Consumer values and behaviour in Poland

PERSONAL TRAITS AND VALUES

Consumers in Poland are troubled by the escalating expenses of everyday goods

Baby Boomers state that their identity is accepted by society

Consumers enjoy experimenting with new products and services

Millennials want products and services that are uniquely tailored to them

Consumers in Poland look forward to having an increased amount of spare time

Gen Z anticipate that their level of happiness will increase in the future

HOME LIFE

While at home, consumers in Poland connect with friends or family virtually

COOKING AND EATING HABITS

Consumers in Poland prefer to cook or bake themselves

Over 20% of consumers claim to be too busy to prepare meals

Millennials state that opting to dine out at a restaurant is a more practical choice

47% of consumers in Poland look for healthy ingredients in food and beverages

WORKING LIFE

Gen Z aim to have a job that enables an equilibrium between work and personal life

Consumers primarily desire to earn a high salary

Poles say they have a strict boundary between work and personal life

LEISURE

Many consumers in Poland frequently go shopping for leisure

Baby Boomers are most likely to socialise with friends online

Poles prioritise value for money and relaxation when planning a trip

Older generations prioritise value for money when travelling

HEALTH AND WELLNESS

Consumers engage in walking or hiking for exercise

Gen Z engage in exercises that involve lifting weights to build strength

Over half of consumers are interested in herbal remedies to improve wellbeing

SUSTAINABLE LIVING

Consumers are worried about climate change

Older generations actively attempt to reduce food waste and use less water

Consumers in Poland are motivated to choose energy-efficient products

Over a quarter of consumers choose brands aligned with their social and political values

SHOPPING

Consumers in Poland enjoy discovering discounts and bargains

Older generations are more likely to purchase locally-sourced products and services

Over a quarter of Poles are open to purchasing used or pre-owned goods

Baby Boomers will look for private label items or lower priced products

Over half of Poles subscribe to streaming platforms on the internet

SPENDING

Consumers are set to increase spending on health and wellness

Younger generations foresee increasing spending on clothing and footwear the most
Over 30% of Poles express a worry over their present economic state
Younger generations are more likely to use credit cards or overdrafts to cover expenses
Younger generations expect to save money over the next 12 months

TECHNOLOGY

Many consumers actively manage their data sharing and personal settings
Baby Boomers find it important to cultivate their personal brand online
Consumers utilise messaging apps or platforms
Gen Z regularly use apps to track health or fitness
Younger consumers are more likely to read consumer reviews
Over 20% of consumers follow or like companies' social media feed or posts
Generation Z are the most likely to share or retweet a product

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