



Income and Expenditure: Poland

August 2026

Table of Contents

HEADLINES

PROSPECTS

Income growth remains resilient as Poland's economy continues to expand

Rising incomes support social mobility, but value-conscious behaviour remains

Consumer spending grows, but affordability concerns persist

Poland's wealth concentration and modest market potential persist despite improvements

Chart 1 - Annual Gross Income Distribution by Age in Poland 2025

Chart 2 - Distribution of Income in Poland: Key Metrics 2025-2030

Chart 3 - Gross Income Growth Index in Poland 2025-2030

Chart 4 - Average Gross Income by Age in Poland 2025-2030

Chart 5 - Population by Income Bracket in 2030

Chart 6 - Gini Index 2025/2030

Chart 7 - Households by Disposable Income (PPP) 2025-2030

Chart 8 - Overview of Poland's Social Classes 2030

Chart 9 - Social Class D by Age 2025/2030

Chart 10 - Consumer Market and Spending in Poland: Key Metrics 2025-2030

Chart 11 - Consumer Expenditure in Top Regions: Size in 2030 and Growth over 2020-2030

Chart 12 - Urban/Rural Consumer Expenditure in 2030

Chart 13 - Household Expenditure in 2025

Chart 14 - Consumer Spending by Category in Poland 2025/2030: USD per Household

Chart 15 - Index of Consumer Prices in Poland over 2020-2025

Chart 16 - Household Expenditure by Category in Poland 2030

Chart 17 - Poland's Wealth Landscape 2025-2030

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/income-and-expenditure-poland/report.