

Department Stores in Poland

April 2022

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Department Stores in Poland - Category analysis

KEY DATA FINDINGS

2021 DEVELOPMENTS

Improving sales in 2021 but department stores generally perceived as outdated concept in Poland

Channel now comprises small independent stores

Older generations remain core consumer base

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Department stores to continue to lose relevance over the forecast period

Specialist retailers to gain further share from department stores

Further store closures predicted with no new entries likely

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