



General Merchandise Stores in Poland

June 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

General Merchandise Stores Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for General Merchandise Stores

INDUSTRY PERFORMANCE

Variety Stores Shape the Landscape

Allure of Discount Retail and International Expansion Drive General Merchandise Stores

Chart 2 - Variety Stores Focus on Value and Promotions

Chart 3 - Value Sales 2020-2030

Chart 4 - Value Sales by Category 2025

WHAT'S NEXT?

Price-Sensitivity and Macroeconomic Indicators to Play an Important Role in the Channel

Variety Stores to Cater to the Demand for Value for Money, While Department Stores Seek Distinctive Experiences

Chart 5 - Analyst Insight for General Merchandise Stores

Chart 6 - Forecast Value Sales 2020-2030

Chart 7 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Action Poland Reinforces Dominance through Rapid Outlet Growth

Chart 8 - Company Shares 2025

Chart 9 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 10 - Economic Context for General Merchandise Stores

Chart 11 - Real Gdp Growth 2020-2030

Chart 12 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 13 - Consumer Context for General Merchandise Stores

Chart 14 - Population 2020-2030

Chart 15 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Retail in Poland - Industry Overview](#)

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 16 - Key Industry Trends for Retail

INDUSTRY PERFORMANCE

Zabka Expands Store Network and Loyalty Schemes to Address Price-Sensitivity

Chart 17 - Zabka Expands Store Network

Discounters Lead While Retail E-Commerce Surges

Kaufland and Castorama Fuel Marketplace Expansion as Digitalisation Reshapes Shopping Habits

Chart 18 - Value Sales 2020-2030

Chart 19 - Value Sales by Category 2025

WHAT'S NEXT?

Discounters to Capture Price-Driven Shoppers as Hypermarkets Struggle

Retail E-Commerce to Benefit From Omnichannel Approach and Innovation

Chart 20 - Analyst Insight for Retail

Non-Grocery Retailers to Adjust to Household Budgets and Omnichannel Developments

Chart 21 - Forecast Value Sales 2020-2030

Chart 22 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Biedronka and Allegro Adapt as the Competitive Landscape Sees Changes

Rossmann'S Virtual Try-On Solution Aims to Bridge Digital and In-Store Beauty Shopping

Chart 23 - Rossmann Launches Virtual-Try-On Ar Stations

Chart 24 - Company Shares 2025

Chart 25 - Brand Shares 2025

OPERATING ENVIRONMENT

Informal Retail

Opening Hours for Physical Retail

Informal retail

Opening hours for physical retail

Chart 26 - Standard Opening Hours by Channel Type 2025

Seasonality

Christmas

Easter

ECONOMIC CONTEXT

Chart 27 - Economic Context for Retail

Chart 28 - Real Gdp Growth 2020-2030

Chart 29 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 30 - Consumer Context for Retail

Chart 31 - Population 2020-2030

Chart 32 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

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/general-merchandise-stores-in-poland/report.