



Consumer Values and Behaviour in Poland

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Scope

HIGHLIGHTS

Consumer values and behaviour in Poland

PERSONAL TRAITS AND VALUES

Consumers in Poland are most concerned about the cost of everyday items going up
Older generations are more serious about health and safety precautions when they leave home
Consumers are in the habit of testing out fresh merchandise and offerings
Millennials prioritise spending money on experiences over material things
Consumers expect that they will be happier in the future than they are now
Older generations prepare to have a greater amount of time available for personal use

HOME LIFE

Among home activities, Polish consumers choose to connect with friends or family virtually
Safe location remains the most desired home feature

COOKING AND EATING HABITS

Consumers in Poland prefer to cook or bake dishes themselves
Consumers in Poland say they do not have time to cook
Younger generations in particular say they do not have time to cook
Over half of respondents in Poland prefer healthy ingredients

WORKING LIFE

Younger consumers want to set their own work hours
Consumers primarily desire to make a substantial amount of money
Consumers wish to maintain a strict boundary between their work and personal lives

LEISURE

Socialising with friends remains top of the list of leisure activities
Baby boomers enjoy socialising with friends online
Consumers in Poland primarily seek to relieve tension when travelling
Younger generations aim for relaxation when on vacation

HEALTH AND WELLNESS

Less strenuous exercise such as walking or hiking is the most popular exercise habit
Gen X are most active in cycling or riding a bike for exercise
Consumers in Poland are interested in herbal remedies, far above the global average

SUSTAINABLE LIVING

Consumers in Poland are worried about climate change
Consumers are actively striving for eco-friendly and sustainable habits
Poles are motivated to use products designed for energy efficiency
Older generations are more likely to share their opinions on social/political issues on media

SHOPPING

Poles enjoy discovering good deals, far above the global average
Older generations try to purchase locally-sourced products and services
Polish consumers are willing to buy second-hand or previously-owned items
Baby boomers are most inclined to lead a minimalist lifestyle and only buy what's necessary
Polish consumers are drawn to digital platforms for streaming online content

SPENDING

Poles want to increase spending on health and wellness

Younger generations foresee increasing spending on new technology the most
Consumers in Poland are able to regularly save part of their income
Gen Z count on financial aid from friends or relatives
Gen Z expect to increase overall spending the most

TECHNOLOGY

Polish consumers prefer to keep their online identity hidden
Baby boomers state that tailored promotions utilising their search history are intrusive
Polish consumers utilise a range of messaging or communication apps
Younger generations are most active in streaming online videos
Millennials most frequently read reviews when seeking products and services
Consumers in Poland engage with businesses' social media content
Millennials communicate with customer support via social media platforms

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