

Experiential Luxury in Poland

October 2023

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Experiential Luxury in Poland - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Current retail value sales of experiential luxury on the rise in 2023, though domestic tourism struggles

Luxury hotels records highest value increase within the overall category in 2023

Orbis SA retains the lead in experiential luxury in 2022 and is followed by InterContinental Hotels Group Plc

PROSPECTS AND OPPORTUNITIES

Retail value sales rise over the forecast period

Luxury hotels witnesses the best performance over the forecast period

Industry players in experiential luxury, including luxury hotels, adjust to changing consumer expectations

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DISCLAIMER

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