



# Poland: Consumer Profile

May 2023

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How developments today shape consumers of tomorrow

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## POPULATION AND SOCIETY

Today 2022: Mid-Lifers are getting too large to ignore

Today: Poland's population composition is increasingly diverse

Polish Millennials opt for new products and branded goods

Tomorrow 2040: Longer life expectancy and low birth rates boost older cohort

Tomorrow : Millennials remain the largest cohort in 2040, Gen X will be 61-75

Tomorrow : The population in Poland's largest cities is set to decline

Areas of opportunity

Case study: Ukraine's postal service Nova Post expands to Poland

## HOUSEHOLDS AND HOMES

Today 2022: Single persons and couples with children constitute the majority of households

Poles prefer ownership of spacious, mortgage-free homes

Energy efficiency is a top priority for homes, especially for Baby Boomers

Tomorrow 2040: Single person households to grow at the fastest pace in Poland

Women are forecast to remain key household decision makers

Younger families remain connected to the digital world

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Case Study: Daikin Europe builds a heat pump production facility in Poland

## INCOME AND EXPENDITURE

Today 2022: Social class D and C dominates among the Polish population

Poland 's middle classes hit by the cost-of-living crisis

Budgeteers will only increase their spending on essential items

Tomorrow 2040: Social classes D and E to be prevalent by 2040

Tomorrow 2040: Middle-aged population predominantly in the top-income band

Tomorrow 2040: Warsaw to remain Poland's largest consumer market

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Case study: German discount retailer Woolworth enters the Polish market

## LIFESTYLES

Key findings: Consumer survey

Younger Polish generations have a more positive outlook about their future

Poles, especially Baby Boomers, worry about their financial situation

Poles prioritise jobs with high salaries and security

Poles like to repair items and buy second-hand products

Concern surrounding climate change encourages higher engagement in green activities

Case study: Poles can now access Apple parts to self repair products

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