

CONSUMERS & BRANDS

Retail events in Poland

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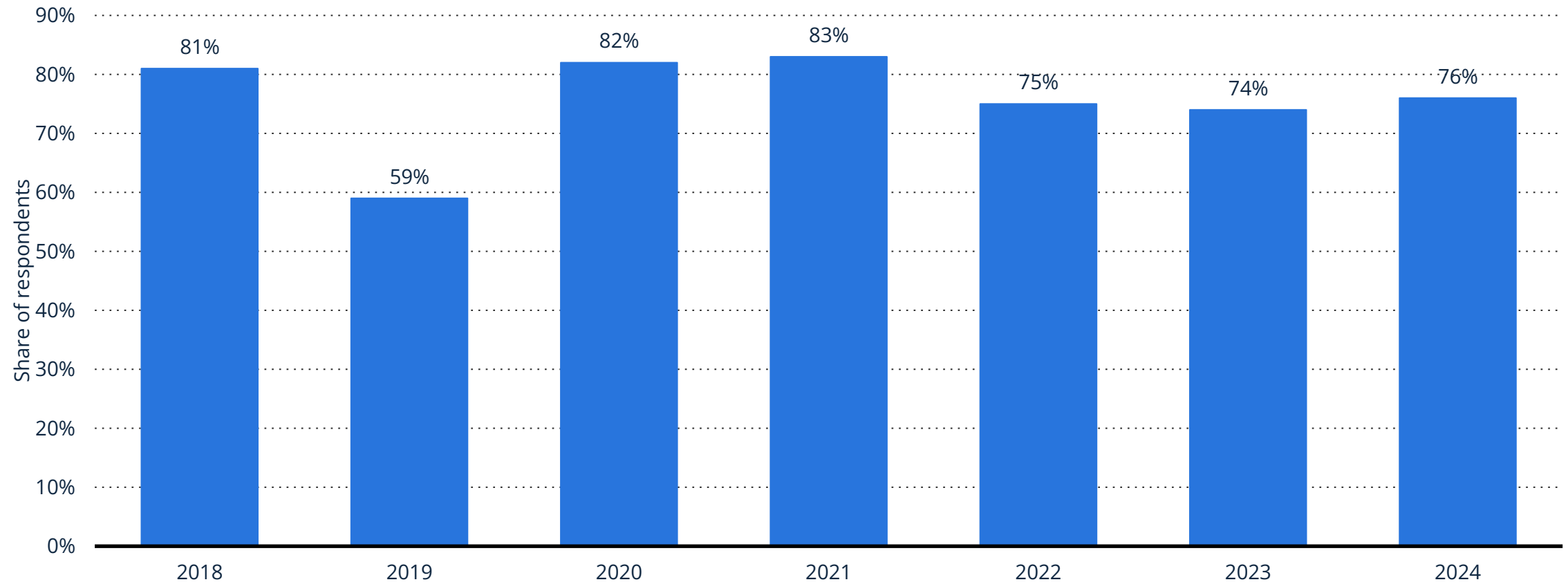
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CHAPTER 01

Valentine's Day

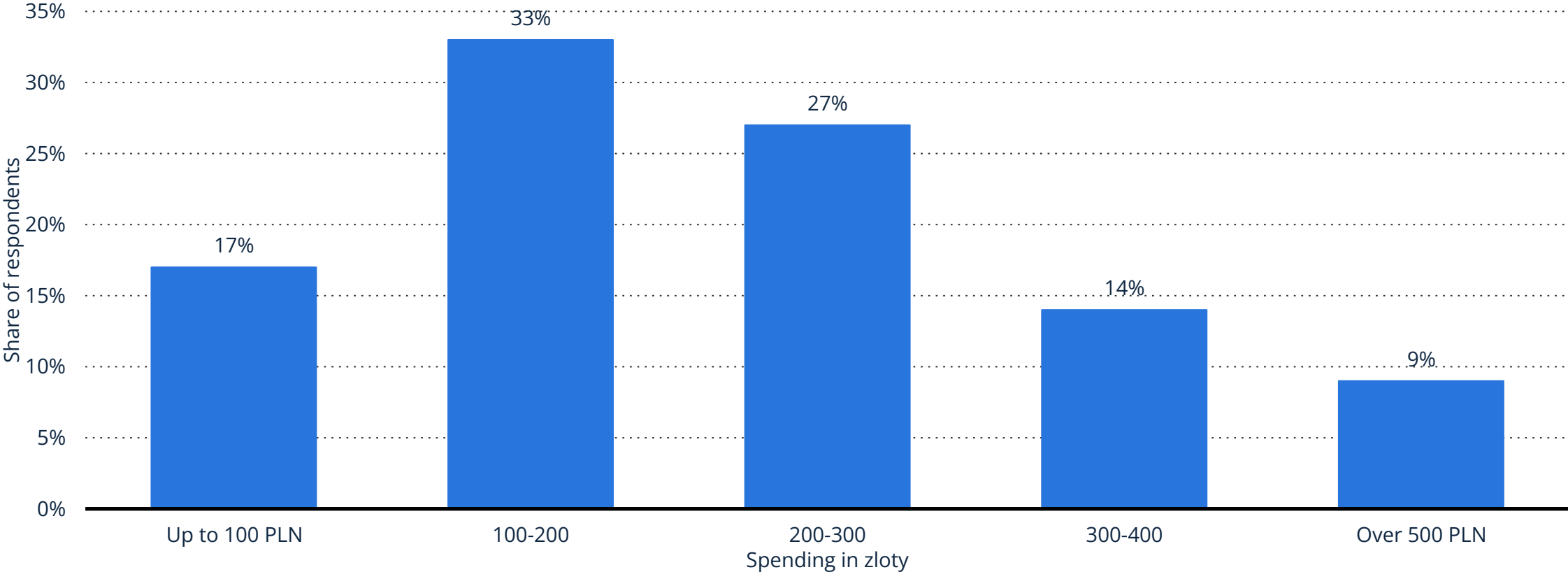
Share of people celebrating Valentine's Day in Poland from 2018 to 2024

Celebrating Valentine's Day in Poland 2018-2024



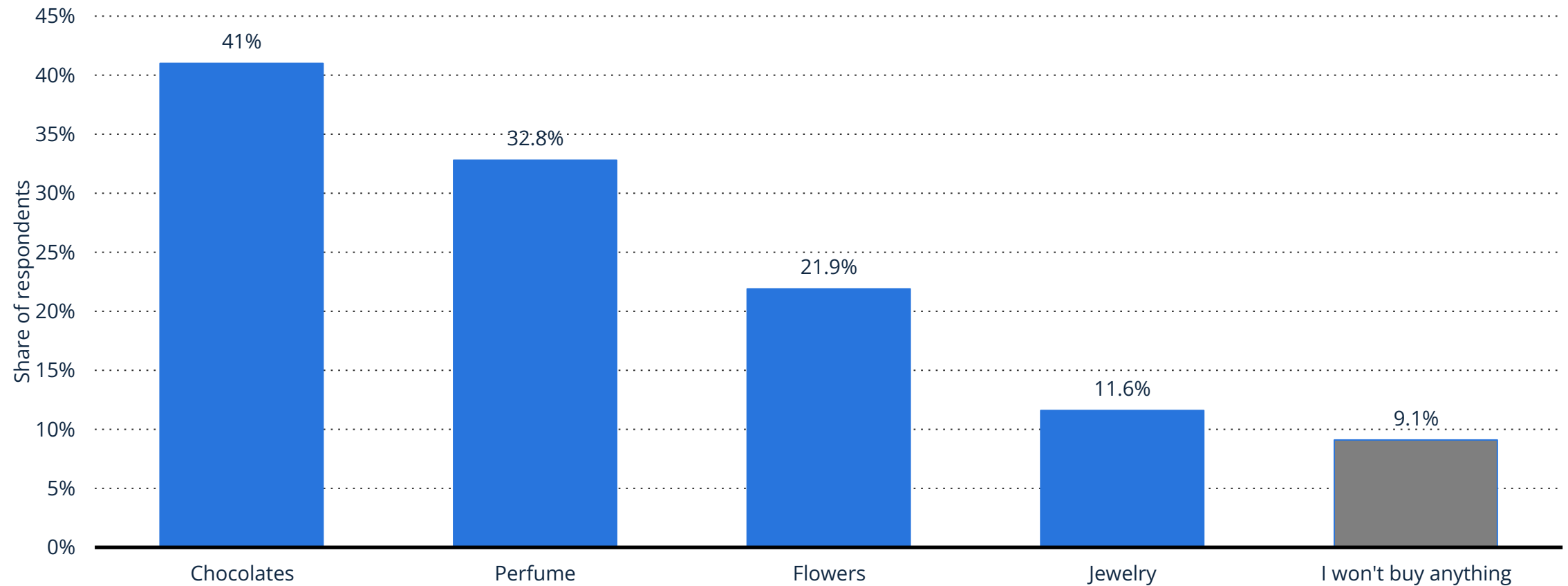
How much money do you plan to spend on Valentine's Day gifts?

Planned spending on Valentine's Day gifts in Poland 2024



Types of Valentine's Day gifts in Poland in 2024

Types of Valentine's Day gifts in Poland 2024



Most purchased gifts for Valentine's Day in Poland in 2024

Most purchased gifts for Valentine's Day in Poland 2024

Share of respondents

0% 5% 10% 15% 20% 25% 30% 35% 40% 45% 50%

Spending time together outside the home (cinema, concert, play, walk, trip, restaurant)

47%

Time spent together at home (cooking, movie screening, board games)

38%

Gifts in kind (flowers, chocolates, perfume, jewelry)

36%

Sentimental gifts (card, letter, song, DIY)

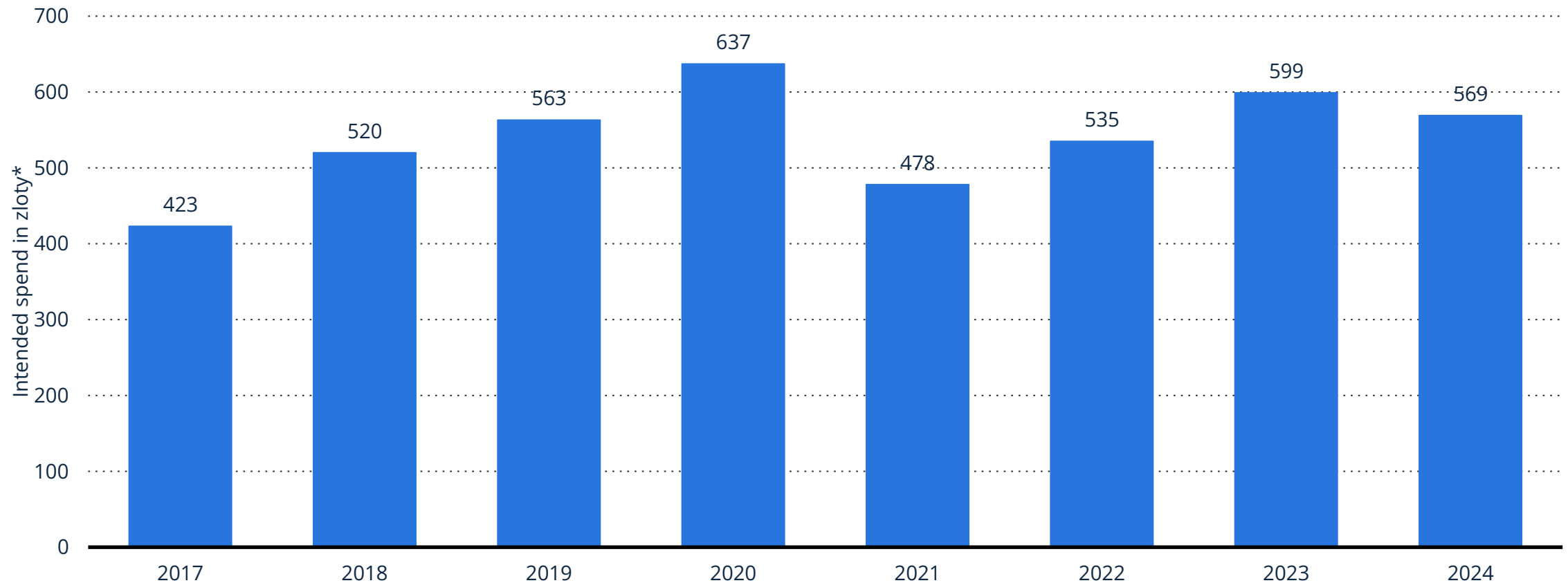
15%

CHAPTER 02

Easter

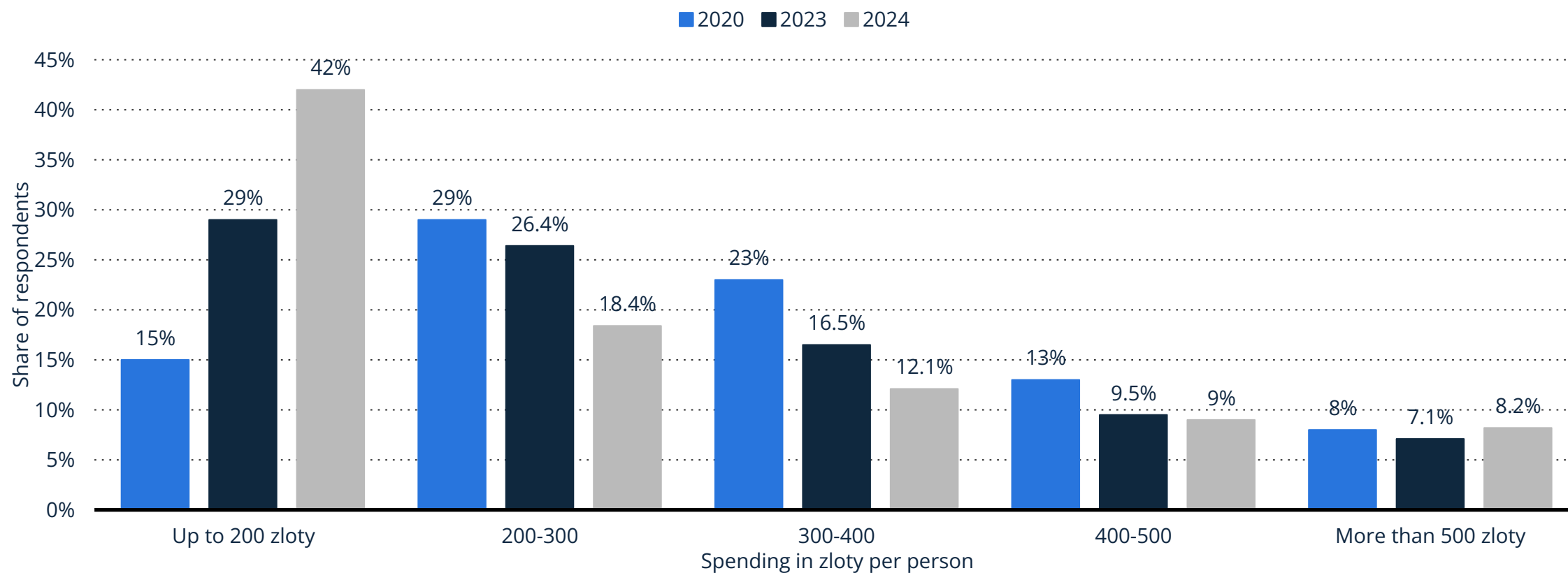
Average consumer spending on Easter in Poland from 2017 to 2024 (in zloty)

Average spend on Easter in Poland 2017-2024



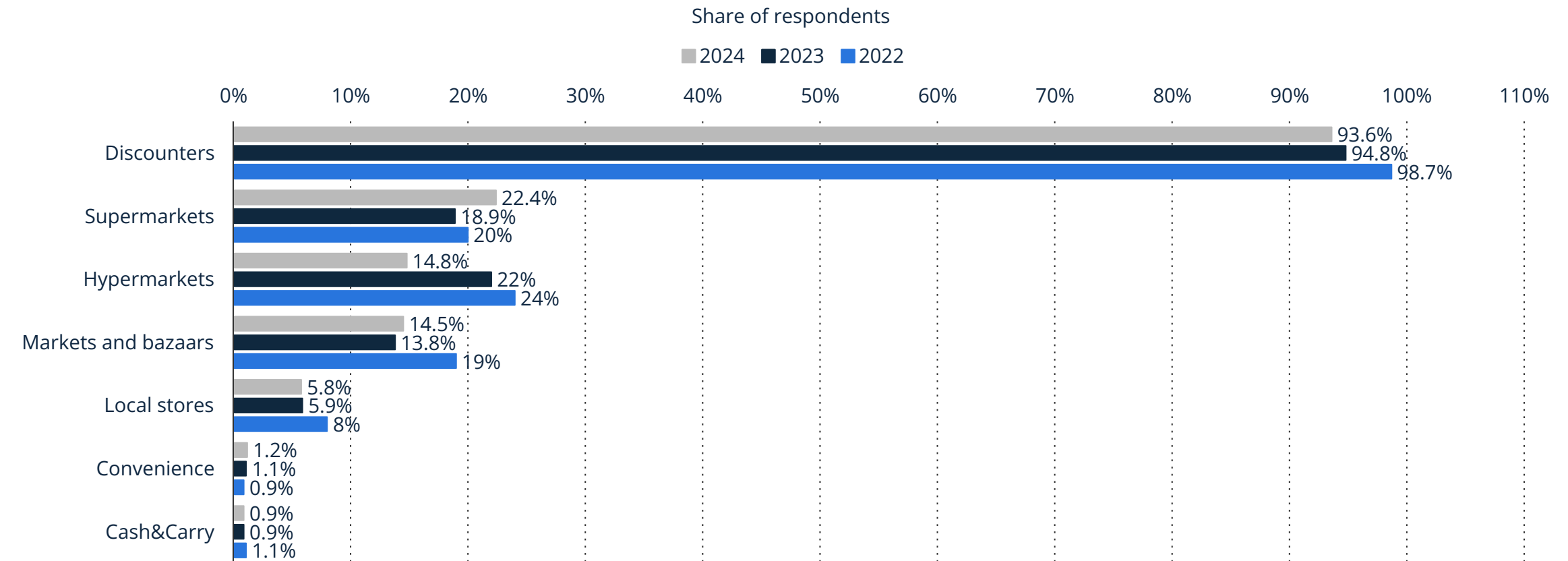
Spending on Easter grocery shopping in Poland from 2020 to 2024

Spending on Easter grocery shopping in Poland 2020-2024



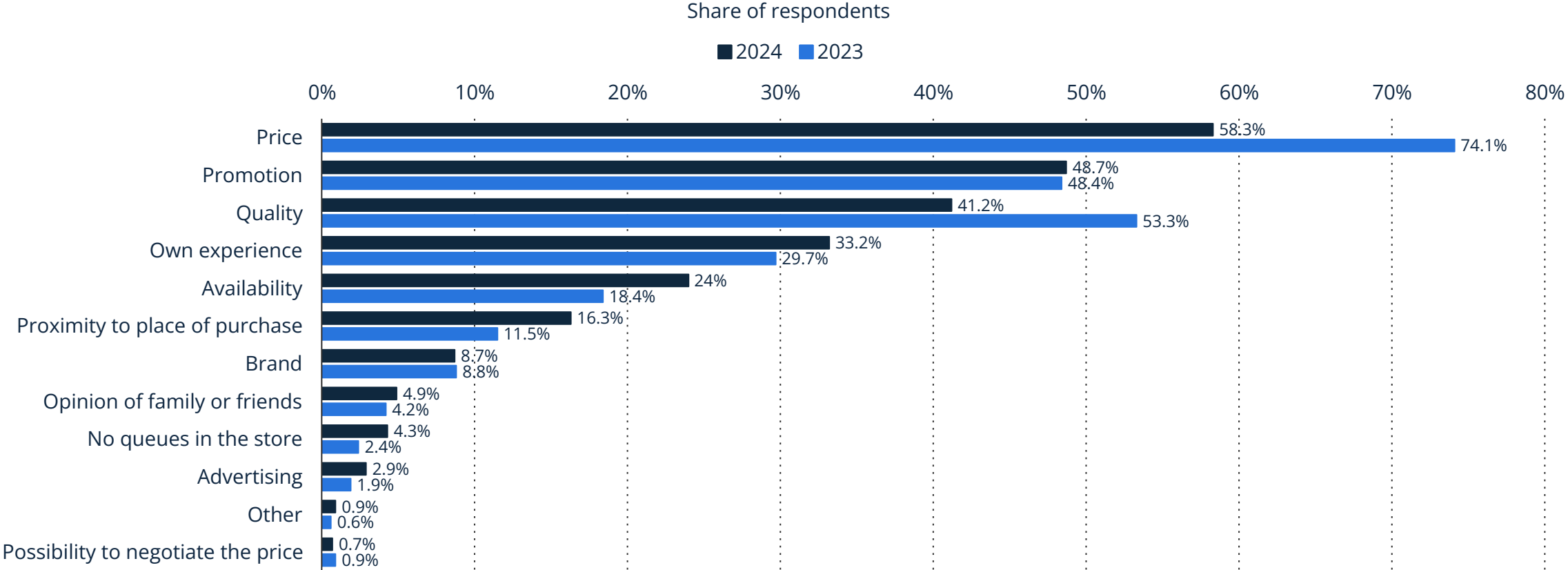
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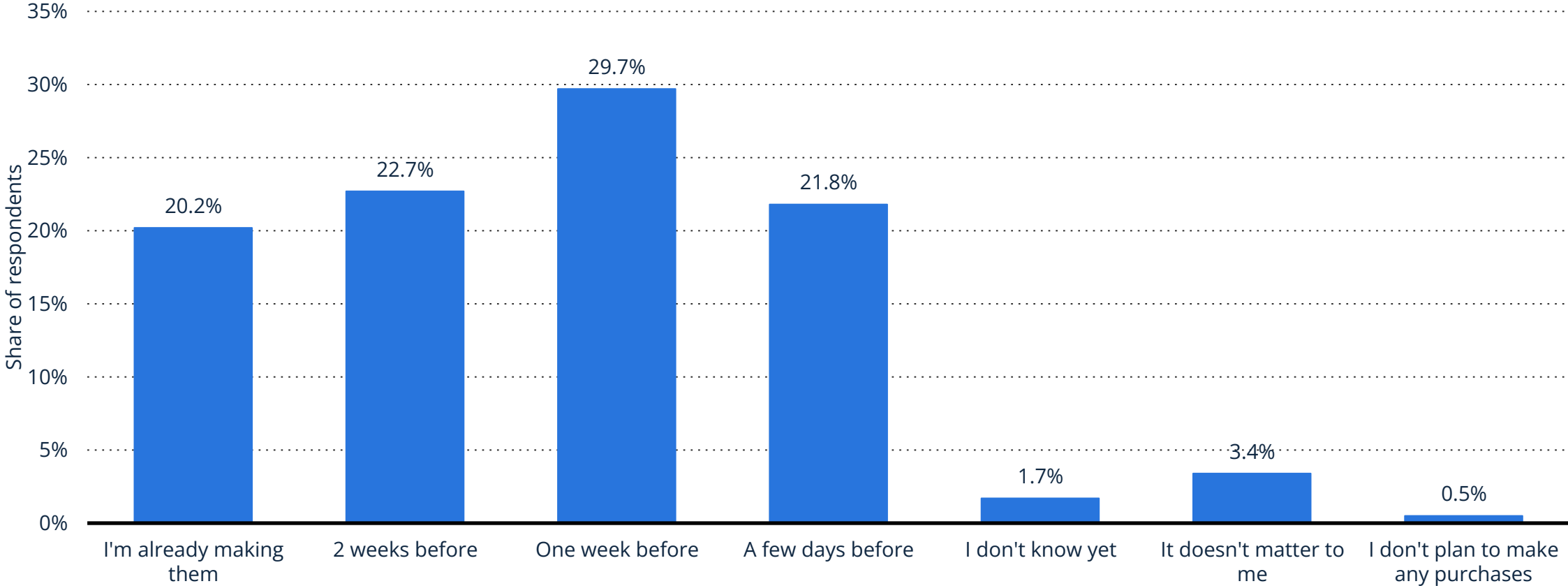
Factors influencing grocery selection decision when shopping for Easter in Poland from 2023 to 2024

Factors influencing grocery purchases when shopping for Easter in Poland 2023-2024



Best period to shop for Easter in Poland in 2024

Best time to shop for Easter in Poland 2024

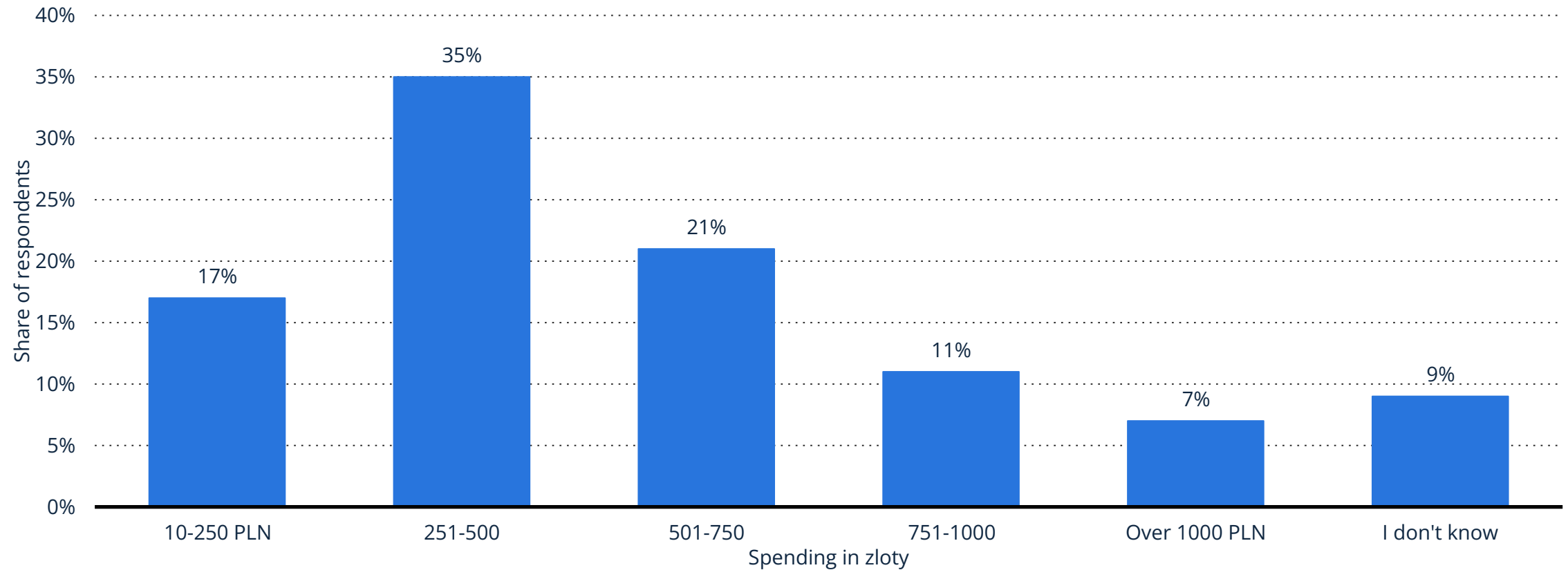


CHAPTER 03

Black Friday & Cyber Monday

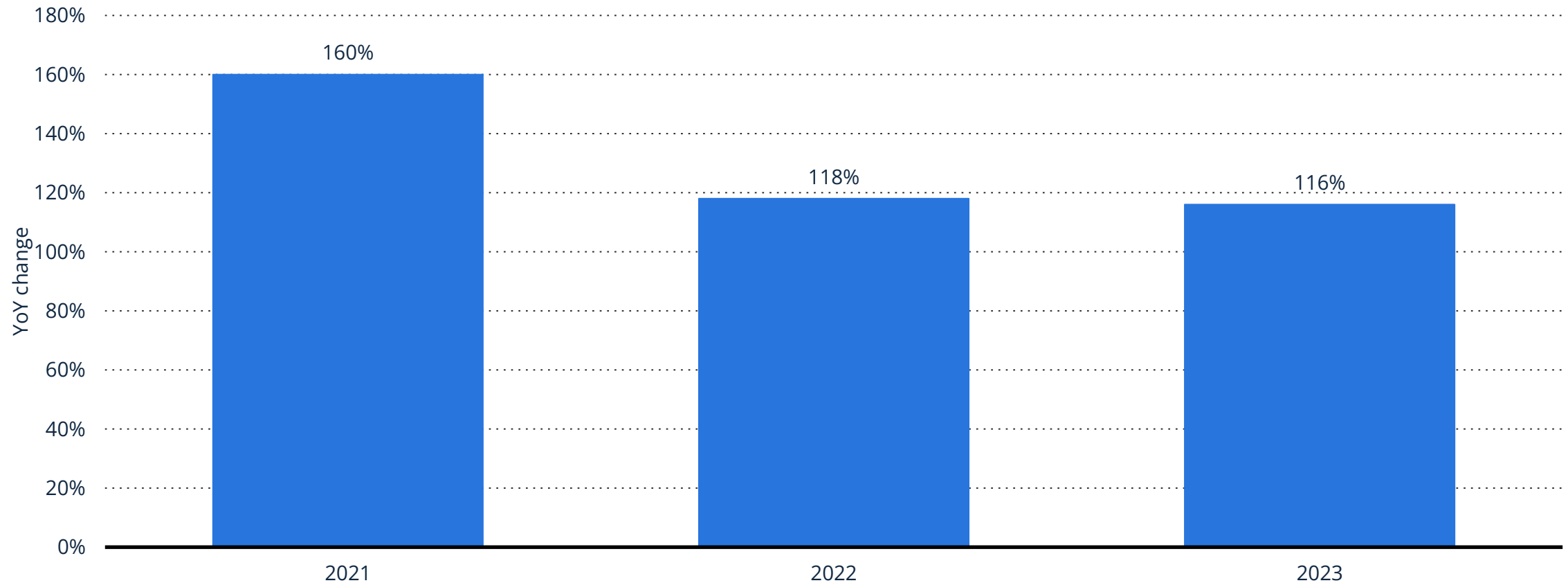
Value of spending during Black Friday shopping in Poland in 2023

Spending during Black Friday in Poland 2023



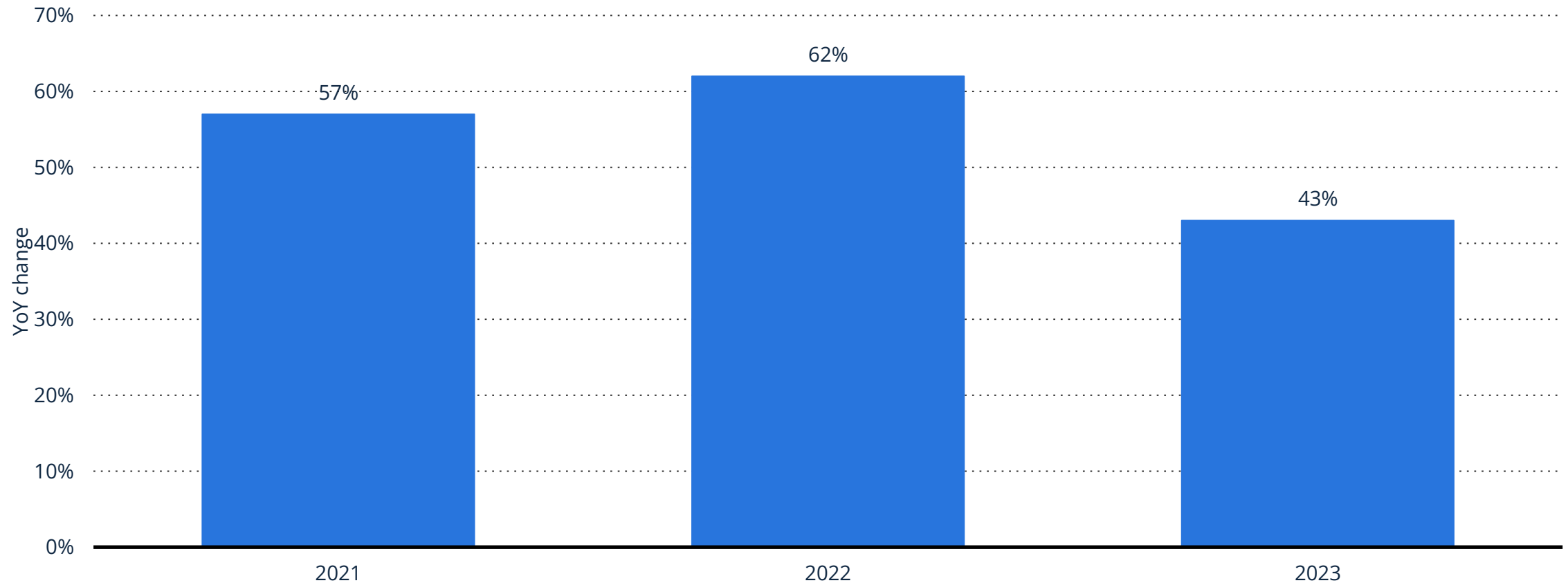
Annual change in Black Friday sales in Poland from 2021 to 2023

Black Friday sales change in Poland 2021-2023



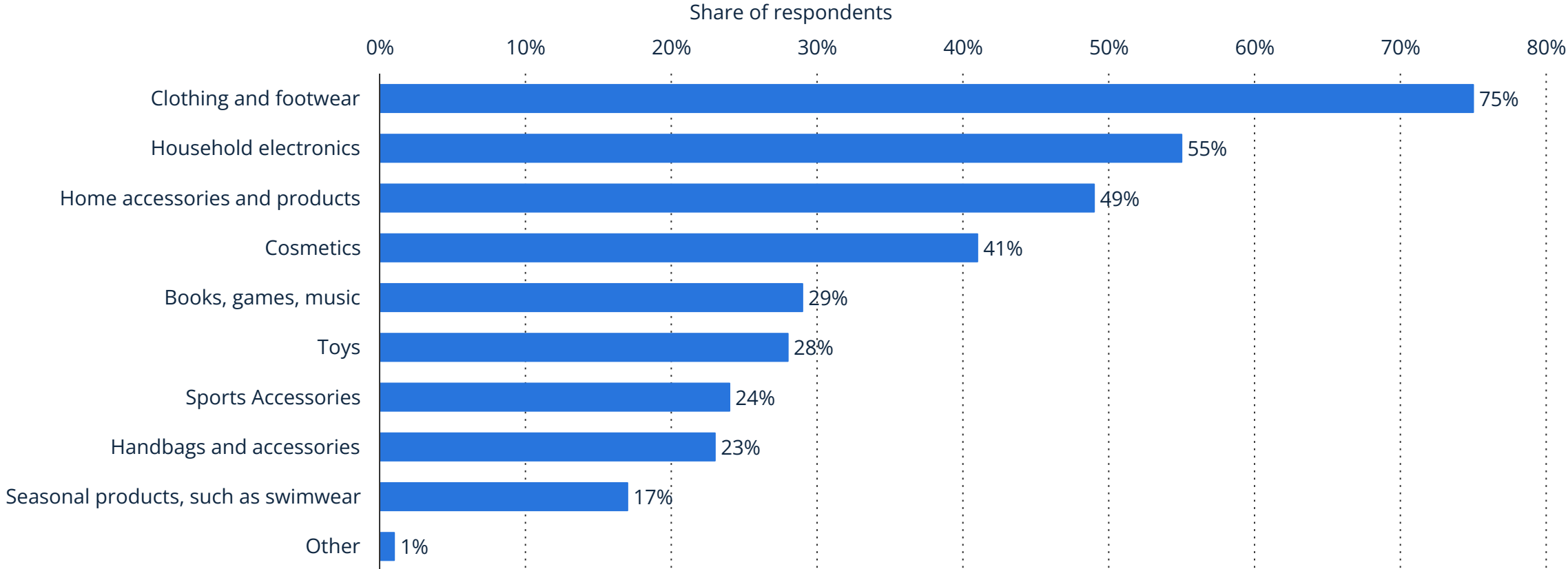
Annual change in Cyber Monday sales in Poland from 2021 to 2023

Cyber Monday sales change in Poland 2021-2023



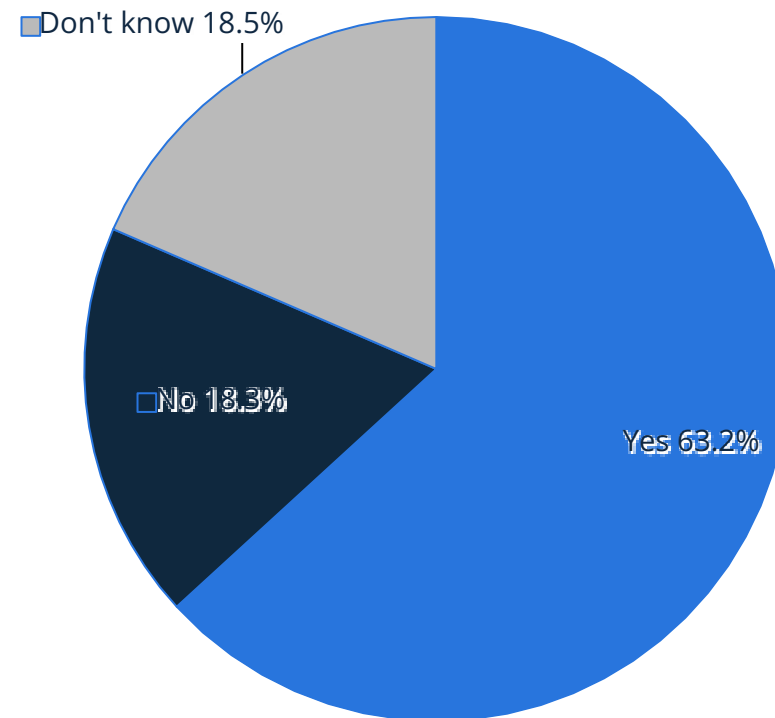
Most popular product categories during Black Friday in Poland in 2023

Planned purchases on Black Friday in Poland 2023, by product category



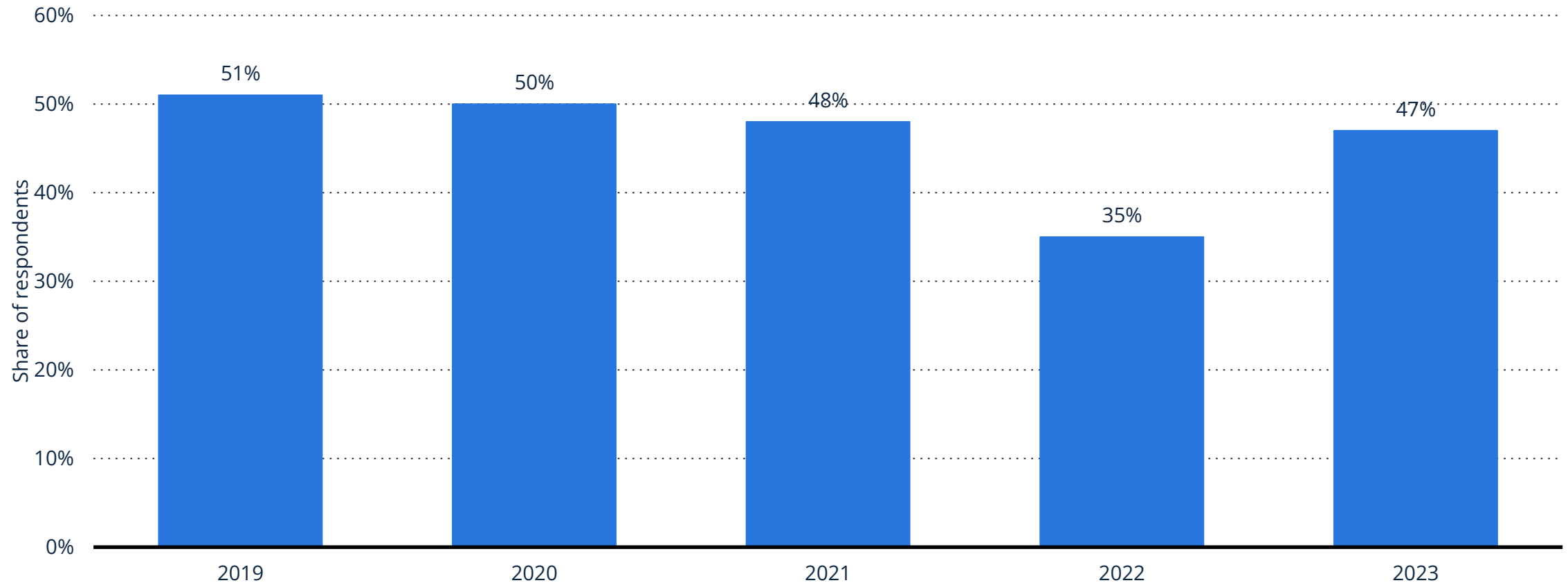
Share of people who will participate in the Black Friday in Poland in 2023

Participation of people on Black Friday in Poland 2023



Share of people taking advantage of Black Friday promotions in Poland between 2019 and 2023

Share of people taking advantage of Black Friday promotions in Poland 2019-2023



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