



Supermarkets in Poland

March 2024

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Supermarkets in Poland - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Plenty of scope for new entrants in the Polish supermarkets landscape

Dino outperforms other supermarket chains thanks to expansion and the introduction of renewable energy

Auchan focuses on development through franchising, Scan & Go services and the launch of parcel lockers in cooperation with InPost

PROSPECTS AND OPPORTUNITIES

Continued potential for growth in supermarkets over the forecast period

Operating results deteriorate due to macroeconomic environment

Dino Polska SA continues its establishment of Zielony Rynek retail parks over the forecast period

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