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Poland Economic Facts



# Poland Economic Facts

**Inhabitants: 38,2M (Warsaw 2M)**

**Unemployment: 10,5% in 2009;  
10,7% July 2010; (but only 3% in  
major cities)**

**Average salary: 3100 PLN (777 EUR)  
in 2009; 3400 PLN (850 EUR) July  
2010**

**GDP growth: +1,7% in 2009; +3% in  
2<sup>st</sup> Quarter 2010**

**Inflation: 3% in 2009; 2,5% July 2010**

**Actively working people, 25-60 years old, living in cities,  
medium and high level earnings: in 2009 about 340 000  
people earned over 20 500€/year and about 1 600 000  
people earned over 10 500€/year**

**Average weekly expenses on food purchases varies  
between 100-200 PLN (25 – 50€).**

**Over 38% of them spend weekly 300 – 500 PLN (70 – 120€)**

**14,5 M households and 2 M single person household**

**Small number of imigrants**



# Poland Top Retailers

## TOP 10 RETAILERS IN POLAND

2009 turnover (in billions PLN)



CHAIN	STORES
Biedronka	1500
Tesco	327
Carrefour	318
Real	54
Auchan	28
Lidl	260
Intermarche	147
E.Leclerc	15
Polo Market	130
Kaufland	130



- Modern Trade 42%
- Traditional Trade 58%

Data: Oct 2009 - AC Nielsen definition MT: over 300 m2, TT: 300m2 or below



# Poland Market Trends

Within the next 5 years on Polish market there will remain 2-3 big hypermarket operators, 2-3 strong players in the discount segment and 4-5 supermarket operators. The segment of small shops also awaits the consolidation - the number of large, vertically integrated business groups built by wholesale distributors.

**Commercial sector is waiting for another wave of mergers and acquisitions.** It will be made by companies that managed best during the economic slowdown.

It is the perfect time for using stock exchange to raise capital for acquisitions.

Europe: highly concentrated markets ...

