



Consumer Lifestyles in Poland

June 2025

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CONSUMER LANDSCAPE

Consumer landscape in Poland 2025

PERSONAL TRAITS AND VALUES

Personal traits and values

Consumers in Poland look for ways to simplify their life

Time for myself: Most prioritised by Gen X

Consumers in Poland say their identity is accepted by society

Baby Boomers seek curated experiences that are tailored to their tastes

Older generations anticipate an improvement in their financial situation

Personal traits and values survey highlights

HOME LIFE AND LEISURE TIME

Home life and leisure time

Cleaning and domestic chores: Most popular home activity among all generations

Consumers like engaging in personal interactions with friends

Energy efficiency: Most desired home feature by Baby Boomers

Proximity to public transport: Most desired external feature for Baby Boomers

Consumers desire maximising the benefits while minimising the cost when travelling

Home life and leisure time survey highlights

EATING AND DIETARY HABITS

Eating and dietary habits

Younger generations are attempting to lose weight by dieting

Younger generations claim they do not have time to cook at home

Younger generations often snack during the day in between meals

Millennials more likely to be vegetarian

Consumers are ready to pay more for products with superior taste

Eating and dietary habits survey highlights

WORKING LIFE

Working life

Gen X want to work with people who share their qualities

Poles seek to be employed in a location near their homes

Gen X seek to receive a generous income

Consumers expect to work from home in the future

Working life survey highlights

HEALTH AND WELLNESS

Health and wellness

Poles participate in walking or hiking

Older generations believe in herbal remedies as best for stress reduction

Health and nutritional properties is the most influential product feature

Younger generations use apps to track health or fitness

Health and wellness survey highlights

SHOPPING AND SPENDING

Shopping and spending

Consumers like to find bargains

Baby Boomers prefer spending on premium items, even if it means buying less

Millennials pick their travel destinations based on the quality of shopping there

Baby Boomers try to shop in locally-owned stores
Consumers in Poland often buy used or second-hand items
Gen Z regularly write reviews for a products or services
Consumers in Poland highly trust friends and family recommendations
Poles set to increase spending on health and wellness the most
Gen Z say that their liabilities exceed assets
Shopping and spending survey highlights

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