



EXPANSION
STRATEGIES LTD.

BUSINESS WHITE PAPER

EXPLORING POLAND: A GUIDE FOR
NEW MARKET OPPORTUNITIES

EXPANSION STRATEGIES LTD.

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Introduction

Poland is a beautiful country in Europe with a rich history and culture. This guide will help you understand Polish culture and lifestyle so you can see if it's a good place to grow your business.

Key Values and Beliefs

Important Values

Polish people value family, tradition, and hard work. They are proud of their cultural heritage and education is very important to them.

Family and Social Life

Family is very important in Poland. Families often spend time together, especially on weekends and holidays. Polish people are friendly and value hospitality and kindness.

Work Ethic

Polish people are known for their strong work ethic. They work hard and are very professional. Being on time and doing a good job is important to them.

Income and Living Standards

Economic Overview

Poland has a growing economy and living standards are improving. The average monthly income is about €1,200, which is lower than in many Western European countries. This means people have less money to spend.

Living Standards

Poland has a good healthcare system, improving education, and affordable housing. Living costs are generally lower than in many Western European countries. However, there are differences between cities and rural areas in access to services and opportunities.

Daily Habits and Customs

Everyday Life

Poles balance work and leisure well. They enjoy outdoor activities like hiking and cycling. Weekends are usually spent with family and friends, enjoying meals and outings.



Eating Out and Takeaway Culture

Dining Norms

Polish people enjoy eating out. There are many restaurants offering traditional Polish food and international dishes. Meals are often enjoyed with family and friends.

Takeaway Culture

The takeaway culture is growing in Poland, especially in cities. Cafés and restaurants offer take-away options, and this trend increased during the COVID-19 pandemic. However, people still enjoy dining in when possible.

Views on Personal Health

Personal health is becoming more important to Polish people. There is a growing interest in healthy lifestyles, including balanced diets, regular exercise, and preventive healthcare. Many Poles are choosing healthier eating habits and fitness activities like jogging, cycling, and going to the gym. This creates a market for health-oriented products, but these need to be affordable for many consumers.

Public Opinion on Sustainability

General Sentiment

Polish people are becoming more positive about sustainability and protecting the environment. They support policies to reduce carbon emissions and promote green technology. Consumers are also becoming more conscious, often choosing eco-friendly products. However, many people may not be able to afford expensive sustainable products due to lower incomes.

Conclusion

Polish culture is a mix of tradition and modern influences. The country offers improving living standards, a strong work ethic, and increasing environmental awareness. This guide gives you a basic understanding of Polish values, habits, and customs, helping you evaluate if Poland is a good market for your business expansion.

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