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POLAND

Boosting Polish firms' potential amid demographic and global pressures

Poland continues to outperform the EU in headline growth, but potential GDP growth is moderating, reflecting adverse demographics, higher labour costs and intensifying global competition (notably from China). Our survey of 30 Polish corporates points to a clear K shaped split across companies



Executive summary

In this report, we look at how Polish companies can strengthen their growth potential in the context of far-reaching demographic changes (an internal structural trend) and intense pressure from foreign competition (an external structural trend).

Our survey of 30 Polish corporates points to a clear K-shaped divergence: one group is investing, scaling and expanding internationally, while another remains focused on cost competitiveness, relying on low labour costs and preserving the status quo. We foresee structural changes forthcoming, with the former group taking over workers from the latter.

Author

Leszek Kasek

Senior Economist, Poland

leszek.kasek@ing.pl

Rafal Benecki

Chief Economist, Poland

rafal.benecki@ing.pl

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