

Retail Champion of The Year 2026

Results from the award study



Living consumer intelligence | business.yougov.com



Methodology



**21 retailers
qualified**



**3092 surveys
with shoppers**



**1-2 days
after the purchase**



30 questions



July – September 2026

Measured Categories



Six Award Categories:

Outstanding Customer Experience Champion



Healthy Food Champion



Excellence in Technology Champion



Localness Champion



Best Loyalty Program



Net Promoter Score (NPS)



Award categories

Outstanding Customer
Experience Champion



Healthy Food Champion



Excellence in
Technology Champion



Localness Champion



Best Loyalty Program



Net Promoter Score (NPS)



Statements

Shopping at this store is enjoyable *(leading statement for the category)*

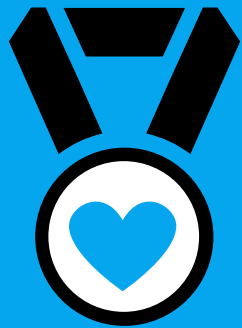
The arrangement of products on the shelves is simple and clear

The store takes care of a clean space

There is nice and helpful service in this store

I am satisfied with the prompt service in this store

Outstanding Customer Experience Champion



Outstanding Customer Experience Champion

Leading item: Shopping at this store is enjoyable

2026



ROSSMANN

Dealz

2025



ROSSMANN

ACTION



Market leader

Analyzed items & their influence over the leading item

The arrangement of products on the shelves is simple and clear	29%
I am satisfied with the prompt service in this store	25%
The store takes care of a clean space	24%
There is nice and helpful service in this store	23%

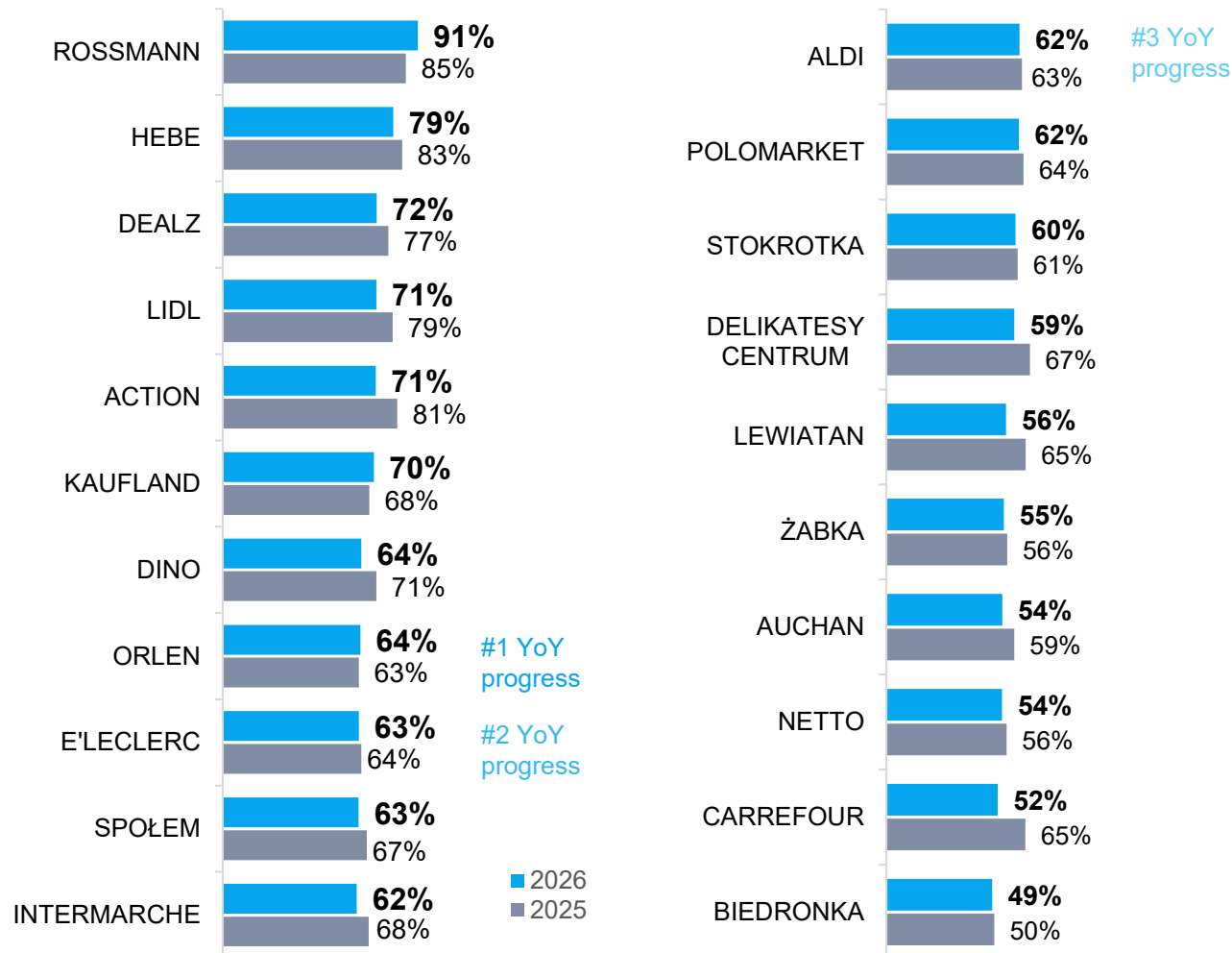
Johnson's Relative Weight Analysis, Top2boxes results, YoY progress based on ranking

Outstanding Customer Experience Champion

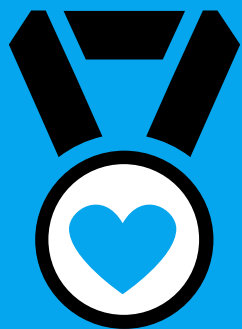


Outstanding Customer Experience Champion

Leading item: Shopping at this store is enjoyable



Outstanding Customer Experience Champion



Outstanding Customer Experience Champion

Greatest impact on the result of the winner

ROSSMANN



Greatest influence on the result

Shopping at this store is enjoyable
(91% of answers)

&

The store takes care of a clean space
(91% of answers)

Market leader

Outstanding Customer Experience Champion



„It's true and based on research that price and promotion are still two leading factors that give satisfaction from shopping. After all - Polish customers in majority are smart shoppers. This is however not enough to differentiate on the market – retailers actively look for ways to lure to the store, keep the consumer happy and create the outstanding shopping experience. While there are many ways to this some retailers mastered the art of creating the positive shopping vibe that resonates well even after the shopping trip is done. Well done Rossmann and congratulations!”



Szymon Mordasiewicz

Managing Director

YouGov CP Poland

Award categories

Outstanding Customer
Experience Champion



Healthy Food Champion



Excellence in
Technology Champion



Localness Champion



Best Loyalty Program



Net Promoter Score (NPS)



Statements

It is important for me that the store has an offer of healthy products
(filter statement)

In my opinion this store has a good offer of healthy food
(leading statement)

I am satisfied with the range of fruits and vegetables offered in the store

I am satisfied with the offer of vegetables and fruits coming from local
suppliers

I enjoy a wide range of unprocessed products

I think there is always fresh meat / fish available in this store

I am satisfied with special shelf with bio/organic products

Healthy Food Champion



Healthy Food Champion

Leading item: In my opinion this store has a good offer of healthy food*



Analyzed items & their influence over the leading item

I am satisfied with special shelf with bio/organic products	43%
I enjoy a wide range of unprocessed products	16%
I think there is always fresh meat / fish available in this store	15%
I am satisfied with the offer of vegetables and fruits coming from local suppliers	13%
I am satisfied with the range of fruits and vegetables offered in this store	13%

Johnson's Relative Weight Analysis, Top2boxes results; YoY progress based on ranking;

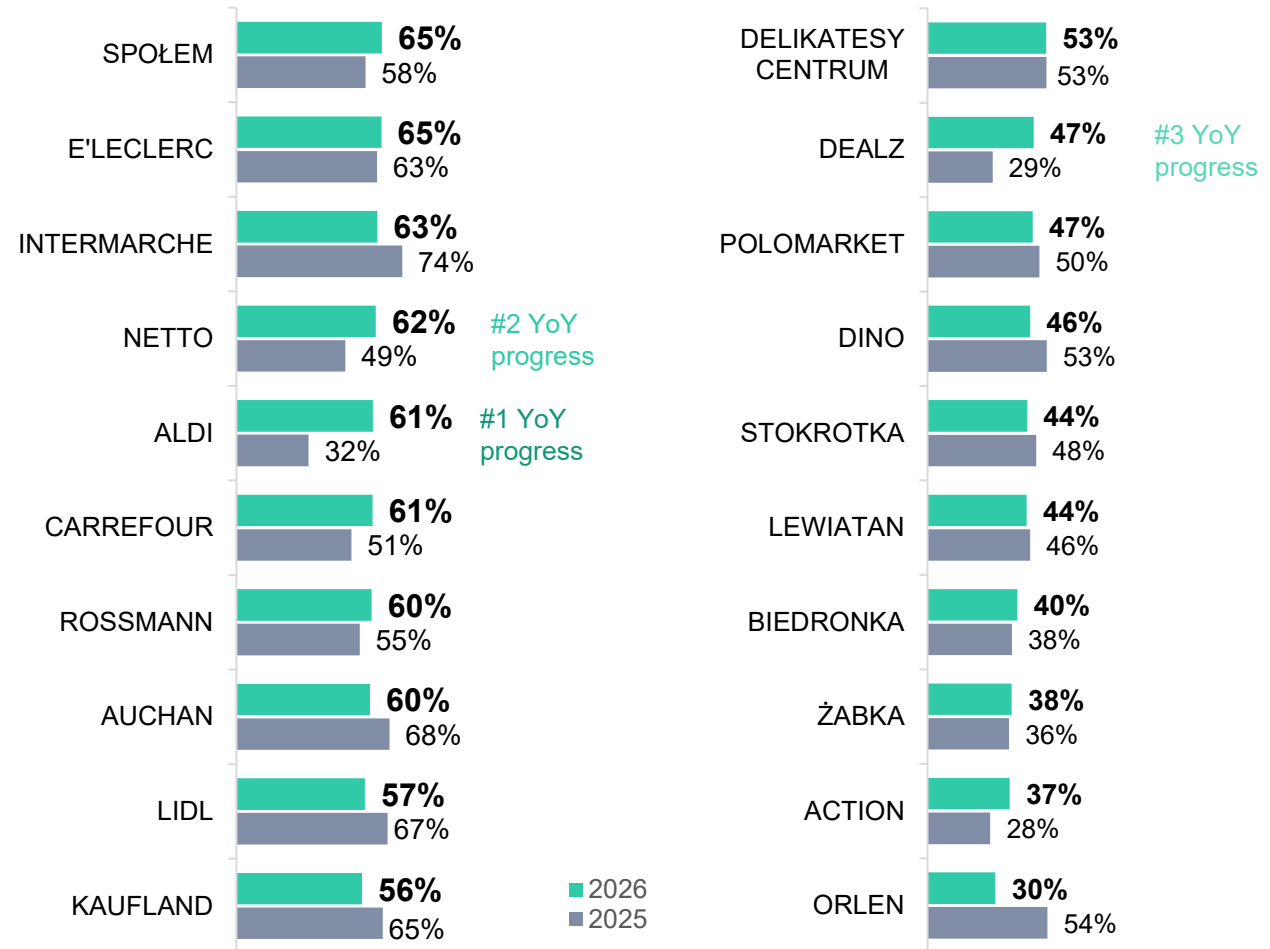
*among buyers who care about the healthy food offer in the store

Healthy Food Champion



Healthy Food Champion

Leading item: In my opinion this store has a good offer of healthy food*



Healthy Food Champion



Healthy Food Champion

Greatest impact on the result of the winner



Greatest influence on the result

I am satisfied with the range of fruits and vegetables offered in this store

(+23 p.p.)

&

I think there is always fresh meat / fish available in this store

(+13 p.p.)

Market leader

Healthy Food Champion



„In last years we ask Poles regularly regarding their concerns. Safety and health concerns are no 1 and 2 when talking about most important societal issues; Asking about food/drinks and aspects which of them influence the choice of Polish shoppers, we clearly see that high product quality with clear health benefits and natural ingredients are must-have when choosing products in the shop. Congratulations to Społem and L'eclerc that satisfied the most shoppers with good offer of healthy products.”



Ewa Sech

Commercial Director Advanced Solutions

YouGov CP Poland

Award categories

Outstanding Customer
Experience Champion



Healthy Food Champion



Excellence in
Technology Champion



Localness Champion



Best Loyalty Program



Net Promoter Score (NPS)



Statements

This store uses modern technologies in my opinion (leading statement)

I enjoy self-service checkouts available in this store

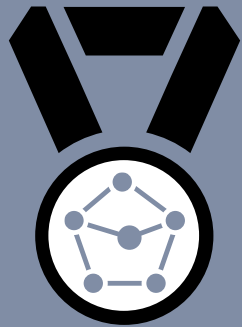
In my opinion this store has a convenient and useful mobile application

This store uses more technology than other stores I am used to visit

I think this store offers convenient online shopping option: door-to-door, click and collect

I like to shop in the technologically advanced stores like this one

Excellence in Technology Champion



Excellence in Technology Champion

Leading item: This store uses modern technologies in my opinion

2026



ROSSMANN



2025



ROSSMANN

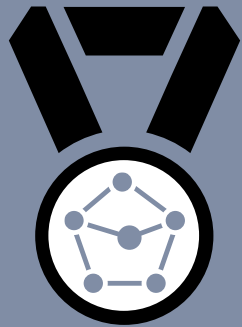


Market leader

Analyzed items & their influence over the leading item

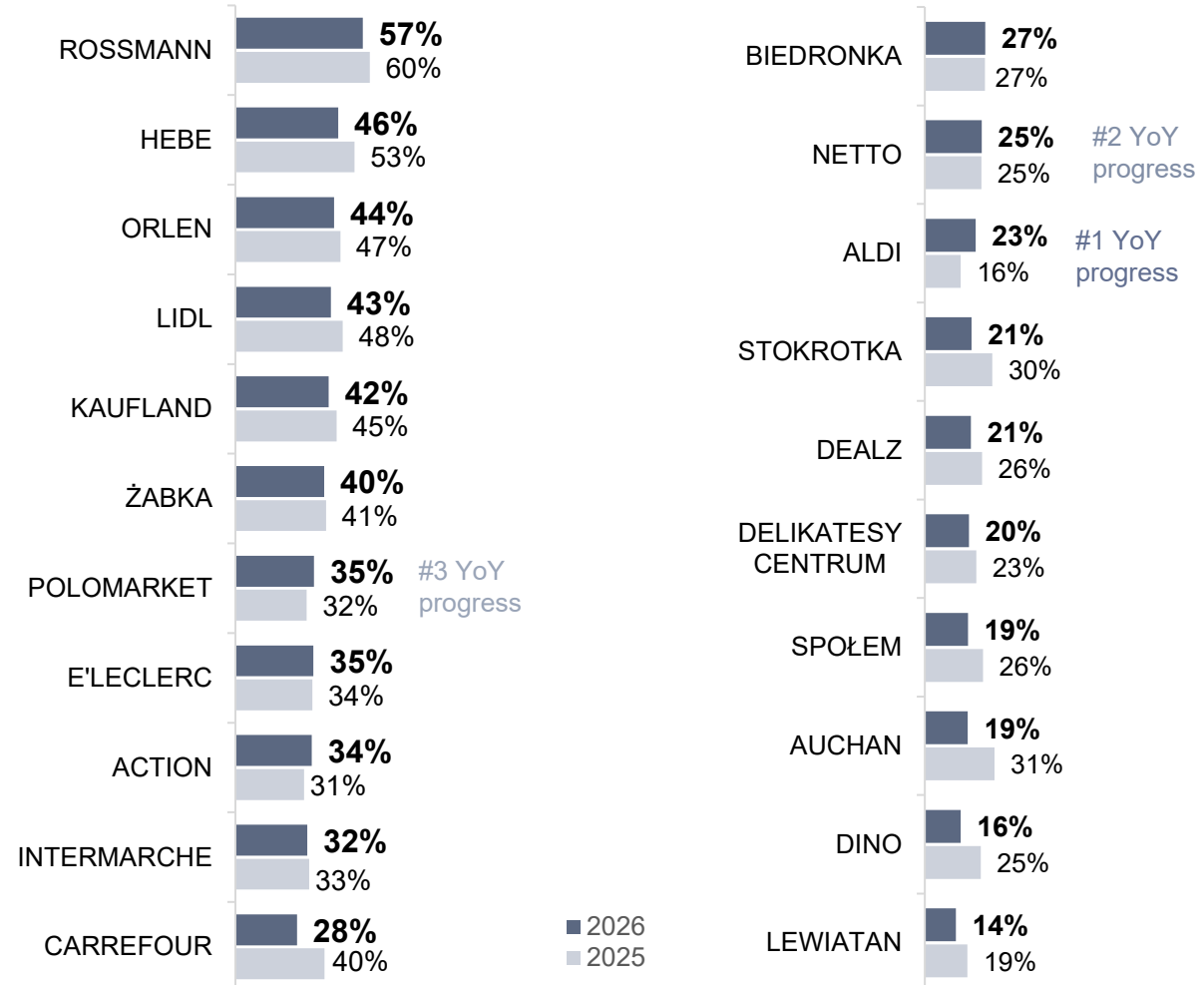
I like to shop in the technologically advanced stores like this one	36%
This store uses more technology than other stores I am used to visit	28%
In my opinion this store has a convenient and useful mobile application	14%
I think this store offers convenient online shopping option (click and collect)	13%
I enjoy self-service checkouts available in this store	9%

Excellence in Technology Champion

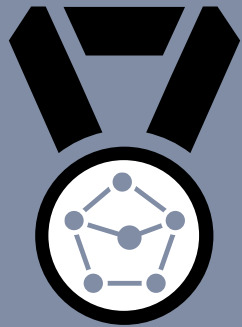


Excellence in Technology Champion

Leading item: This store uses modern technologies in my opinion



Excellence in Technology Champion



Excellence in Technology Champion

Greatest impact on the result of the winner

ROSSMANN



Greatest influence on the result

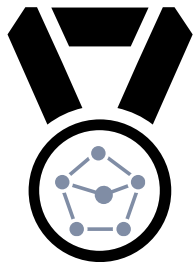
I enjoy self-service checkouts available in this store (72% of answers)
&
In my opinion this store has a convenient and useful mobile application (71% of answers)

Market leader

Excellence in Technology Champion



„Technology is increasingly shaping the competitive landscape of Polish retail. Solutions such as self-service checkouts, electronic shelf labels, retail media networks, and smart energy management systems have moved beyond innovation and are becoming mainstream across leading retailers. At the same time, loyalty ecosystems are evolving into comprehensive digital engagement platforms, offering personalized promotions, mobile payment options, and tailored shopping experiences. Looking ahead, retailers that effectively combine technology, shopper data, and retail media capabilities will be best positioned to strengthen customer engagement, build loyalty, and create sustainable competitive advantage.”



Michał Maksymiec

Retail Clients Director

YouGov CP Poland

Award categories

Outstanding Customer
Experience Champion



Healthy Food Champion



Excellence in
Technology Champion



Localness Champion



Best Loyalty Program



Net Promoter Score (NPS)



Statements

This store has a good offer of local/ regional products

This store offers products delivered by local providers

This chain supports local communities

(Top2boxes ranking – mean of all items)

Localness Champion



Localness Champion

Results = mean of Top2boxes of the items included in the Localness area



Analyzed items & their influence over the leading item

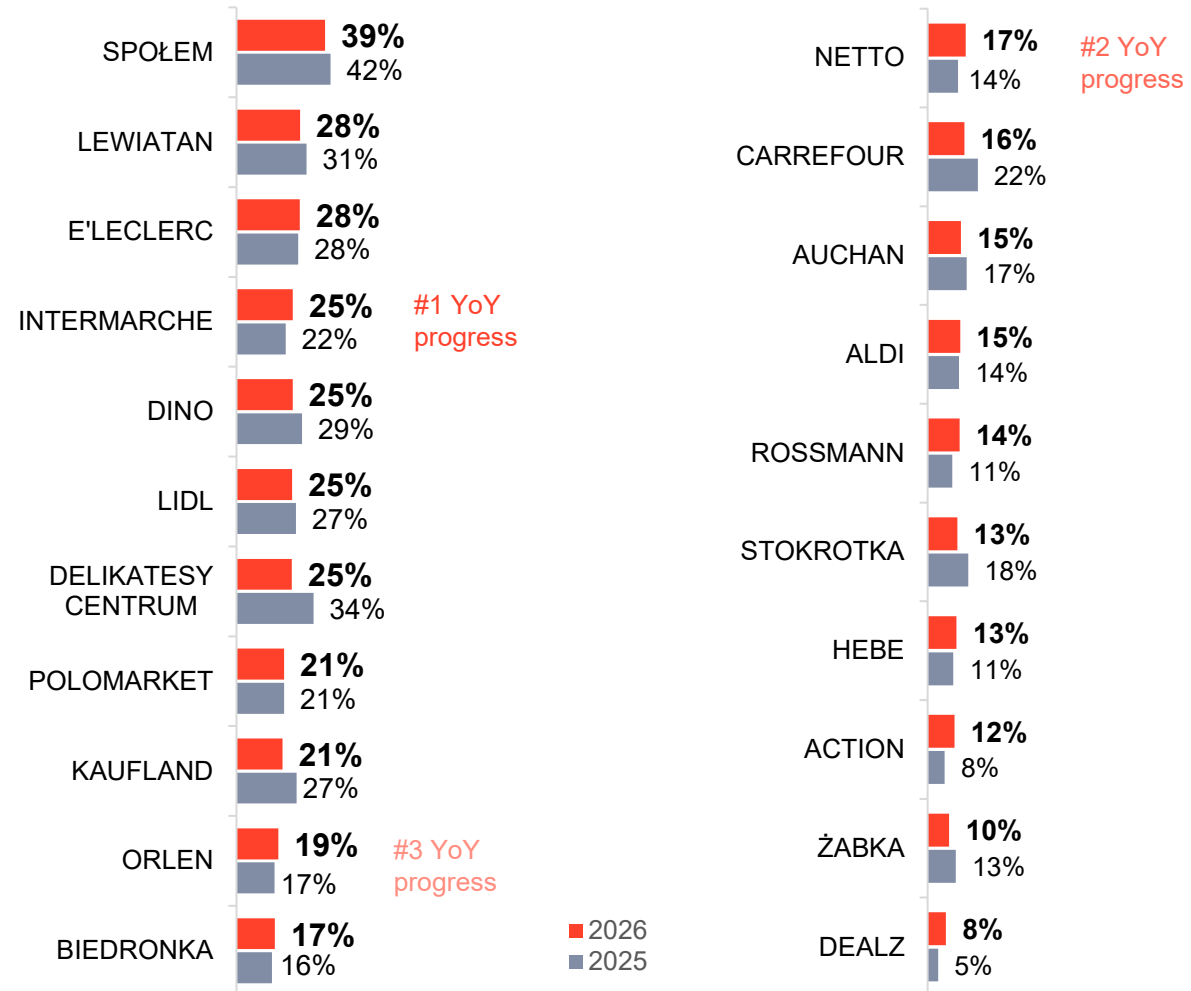
This store has a good offer of local/ regional products	21%
This store offers products delivered by local providers	20%
This chain supports local communities	17%

Localness Champion



Localness Champion

Results = mean of Top2boxes of the items included in the Localness area



Progress is based on the actual ranking (excluded ties)

Localness Champion



Localness Champion

Greatest impact on the result of the winner



Greatest influence on the result

This store has a good offer of
local/ regional products
(42% of answers)

Market leader

Localness Champion



„The ranking in this award category has consistently been led by chains of smaller, traditional stores. Społem has been particularly successful, securing first place in the last two editions. This success can be attributed to the distinctive structure of the chain, which is built around local cooperatives and therefore naturally maintains close relationships with local suppliers. Each cooperative independently makes its own sourcing decisions, with a strong focus on collaborating with suppliers from its immediate region.

But what are the benefits of local and regional products for customers? On the one hand, consumers often perceive them as a healthier and, in many cases, more affordable alternative to global brands. On the other hand, by choosing a local or regional product, they support Polish farmers, breeders and manufacturers. In other words, their money stays within the local economy and helps support businesses and communities close to home.”



Rafał Dobrowolski

Strategic Insights Manager

YouGov CP Poland

Award categories

Outstanding Customer
Experience Champion



Healthy Food Champion



Excellence in
Technology Champion



Localness Champion



Best Loyalty Program



Net Promoter Score (NPS)



Statements

Cumulative score based on 3 elements (max=300points):

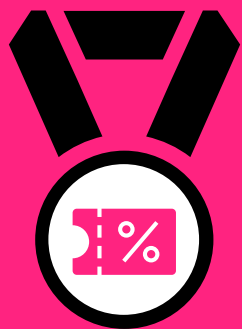
HHP analytics (1+2) + questionnaire (3)

Relative penetration (0-100) in 2025 – among banner's clients how many possess loyalty card/app

Loyalty of Heavy Buyers (0-100) in 2025 – among heavy (top 20% of clients) banner's clients how much they spent in 2025 in the banner?

Declarative statement: Q5_10 This store offers an attractive loyalty program

Best Loyalty Program



Best Loyalty Program

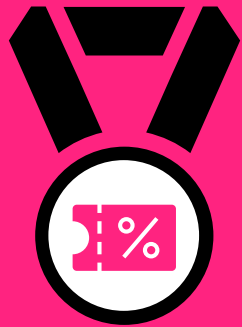
Index – a sum of 3 parts below (max=300points) based on HHP analytics (1+2) & questionnaire (3)



i

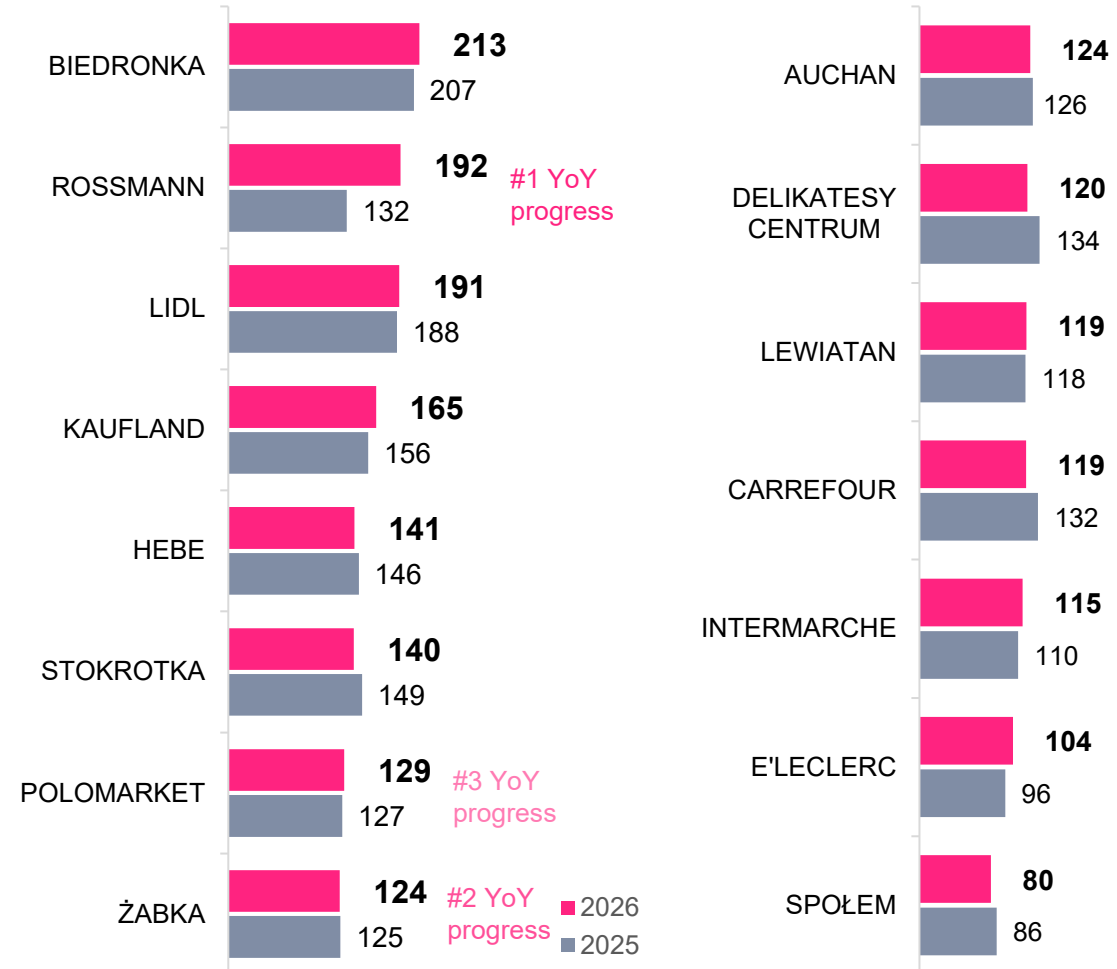
1. Relative penetration (0-100) in [...] – among banner's clients how many possess loyalty card/app
2. Loyalty of Heavy Buyers (0-100) in [...] – among heavy (top 20% of clients) banner's clients how much they spent in [...] in this concrete banner in relation to total spent?
3. Declarative part: Q7. Does this store offer an attractive loyalty program in your opinion?

Best Loyalty Program

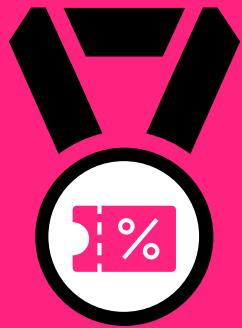


Best Loyalty Program

Index – a sum of 3 parts below (max=300points) based on HHP analytics (1+2) & questionnaire (3)



Best Loyalty Program



Best Loyalty Program

Greatest impact on the result of the winner



Greatest influence on the result

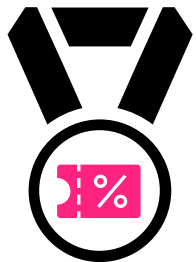
Relative penetration among Biedronka's clients who possess loyalty card/app & Loyalty of heavy buyers & Relatively attractive loyalty program in shoppers' opinion

Market leader

Best Loyalty Program



„In a mature and highly competitive retail environment, loyalty is increasingly shifting from a marketing objective to a strategic business priority. As Polish shoppers continue to seek value and compare offers across multiple retailers, maintaining customer engagement has become more challenging than ever. In response, retailers are expanding their loyalty programmes into comprehensive digital ecosystems that combine personalized rewards, targeted communications, and seamless omnichannel experiences. These capabilities not only support retention but also enhance retailers' ability to understand and influence shopper behaviour. As a result, customer loyalty is becoming a key indicator of long-term competitiveness and an essential driver of future growth in the FMCG sector.”



Michał Maksymiec

Retail Clients Director

YouGov CP Poland

Award categories

Outstanding Customer
Experience Champion



Healthy Food Champion



Excellence in
Technology Champion



Localness Champion



Best Loyalty Program



Net Promoter Score (NPS)



Scale of NPS score

What is a good NPS score?



-100

0

30

70

100

NEEDS IMPROVEMENT
(-100 - 0)

GOOD
(0 - 30)

GREAT
(31 - 70)

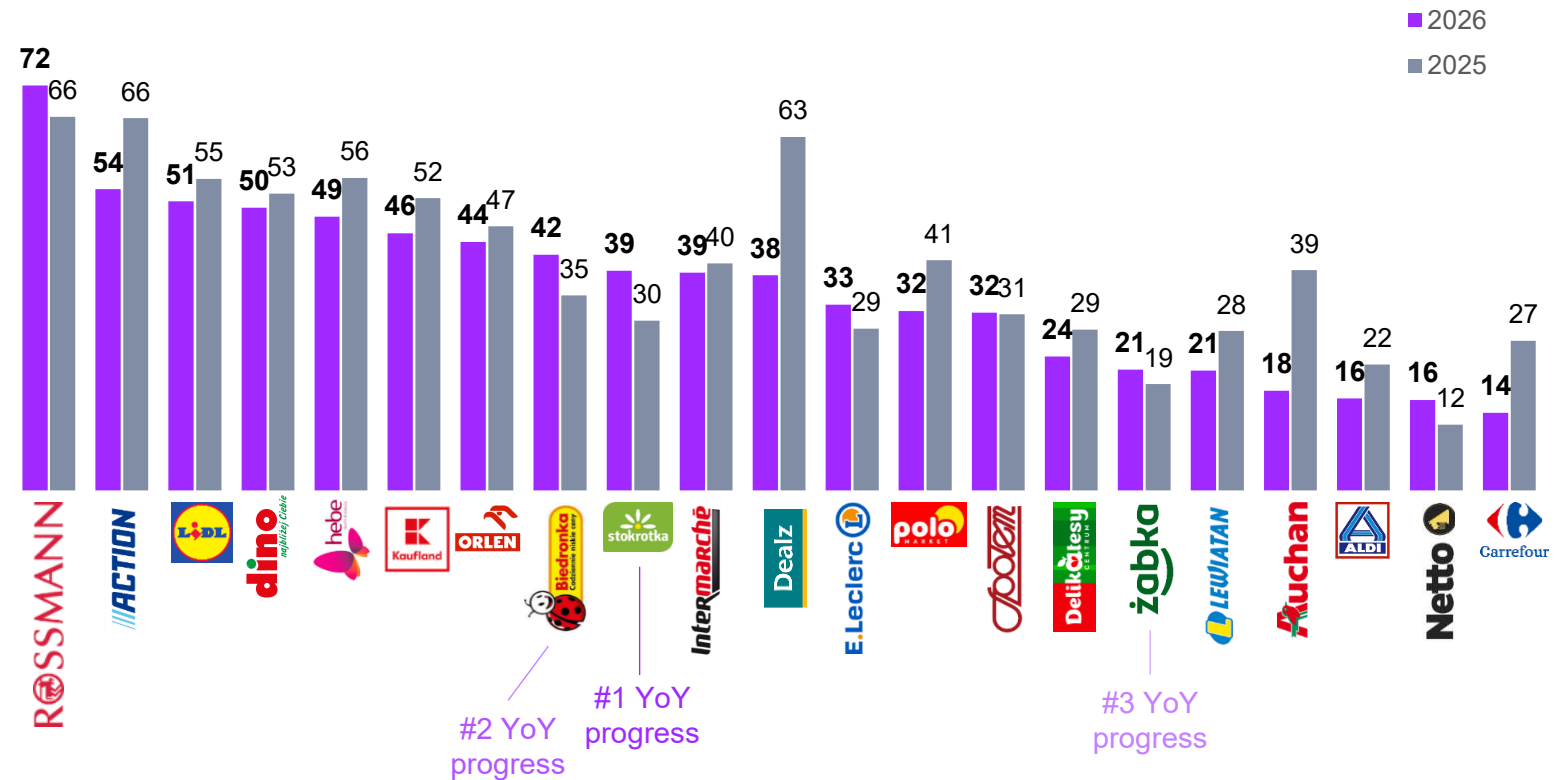
EXCELLENT
(70-100)

Net Promoter Score (NPS)



Net Promoter Score (NPS)

Recommended by Shoppers

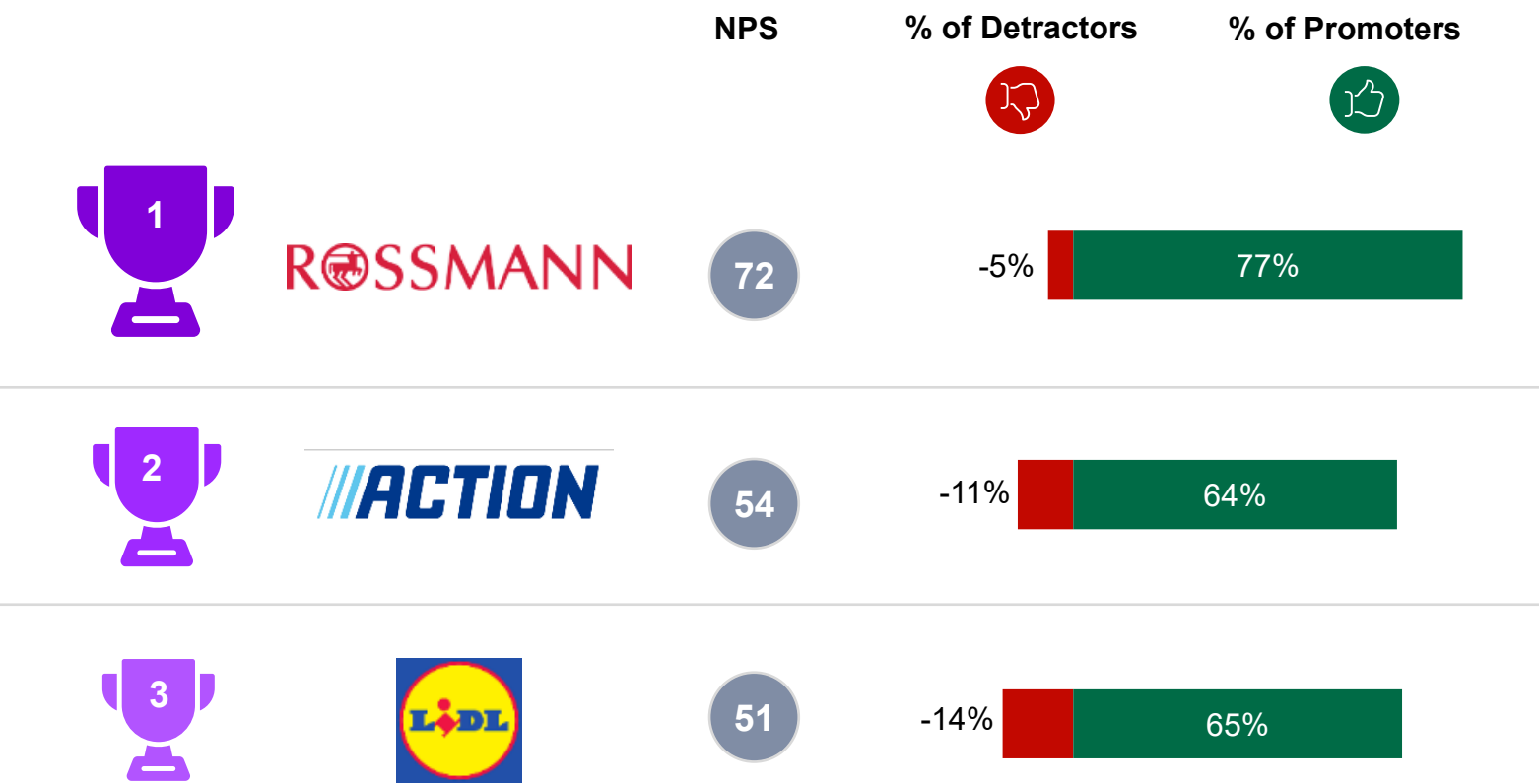


Net Promoter Score (NPS)



Net Promoter Score (NPS)

Influence of promoters and detractors on NPS



Net Promoter Score (NPS)



„This edition brought strengthening of Rossmann on first position (last year shared with Action – now on second position). Third place goes to Lidl, slightly ahead of Dino and Hebe.

What lies behind the success of Rossmann? Our resources show that Rossmann is associated with high-quality products – with good ratio to price, convenient location, frequent promotions, good and fast service. Moreover, the chain is definite leader among other retail chains regarding reputation as employer; customers are open to recommend it as desired place of work.”



Rafał Dobrowolski

Strategic Insights Manager

YouGov CP Poland

Biggest Progress Winners

Biggest Progress Winners

	Category	Winner	Increase by number of places	
	Customer Experience		7	
	Healthy food		14	
	Excellence in Technology		7	
	Localness Champion		5	
	Best Loyalty Program		6	
	NPS		5	

Methodology

Methodology

LIST OF STORES

ACTION	KAUFLAND
ALDI	LEWIATAN
AUCHAN	LIDL
BIEDRONKA	NETTO
CARREFOUR	ORLEN
DEALZ	POLOMARKET
DELIKATESY CENTRUM	ROSSMANN
DINO	SPOŁEM
E'LECLERC	STOKROTKA
HEBE	ŻABKA
INTERMARCHE	

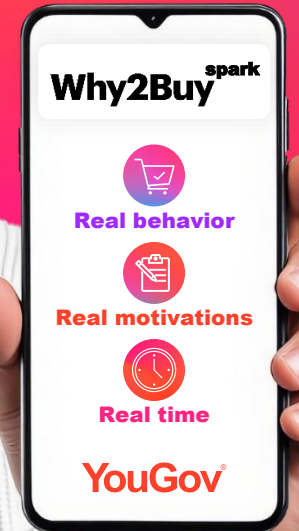
Sample:

- To participate in this study, we invited the panelists of the YouGov Shopper Panel in Poland after 1-2 days of purchase act in this store.
- The study covered **25 retail chains** with the highest average monthly number of visits per household. Finally, we collected the sufficiently large numbers for **21 retail chains**.
- Number of surveys in the 21 chains finally analyzed: **3092**.
- Period of the study: July-September 2026
- Johnson's Relative Weight Analysis: We calculated the importance of the variables using the Johnson relative weighting method. This method consists of extracting / isolating the uncorrelated parts of the explanatory variables and assessing their influence on the dependent variable. Correctly done analysis of Johnson's relative weights is consistent with R2 from regression.



Why2Buy spark

New survey type



Why2Buy^{spark}

Understand what shoppers did – and *why* – while the moment is still fresh.

Triggered surveys within 24–48 hours of purchase.

Trigger real-time surveys

- Auto-detect shopping events using product codes (EANs), categories, brands, or store visits
- Trigger personalized survey invites 24–48 hrs after purchase
- Target individual households or custom segments with precision

Capture moments of truth

- Identify category entry points
- Understand consumption occasions
- Map the full path to purchase
- Evaluate promo and campaign effectiveness
- Conduct post-purchase usage and satisfaction research

Above are modular and selected/run based on client needs

Advantages

- Capture the voice of the customer immediately after purchase – when feedback is most authentic
- Connect behavior and motivation to uncover the “why” behind choices



How are winners appointed?

- NPS – highest score which is net result of promoters vs detractors (chart will follow)
 - Outstanding Customer Experience
 - Healthy Food Champion
 - Excellence in Technology Champion
 - Localness Champion
- Top 2 Boxes
- Best Loyalty Program Champion – analytics (description on chart will follow)
 - In each category there is also an additional ranking for companies that made biggest progress from 2025 to 2026 in terms of the place taken in the ranking. If two chains move by the same number of places in the ranking, the winner is determined by the percentage increase compared to the previous year.

Winners are calculated based on highest score achieved on TOP 2 Boxes which means they represent highest value among best evaluated – real champions

How to read the main results?

Top 2 Boxes: 91% of respondents who visited Rossmann within 1-2 days after a visit, answered 6 or 7 (on the scale 1-7, where 1 means strongly disagree and 7 means strongly agree) to the question: „**Shopping at this store is enjoyable**”

6

Retail Champion of The Year 2026 | Report

ECU
EUROPEAN
CONSUMERS
UNITED
YouGov

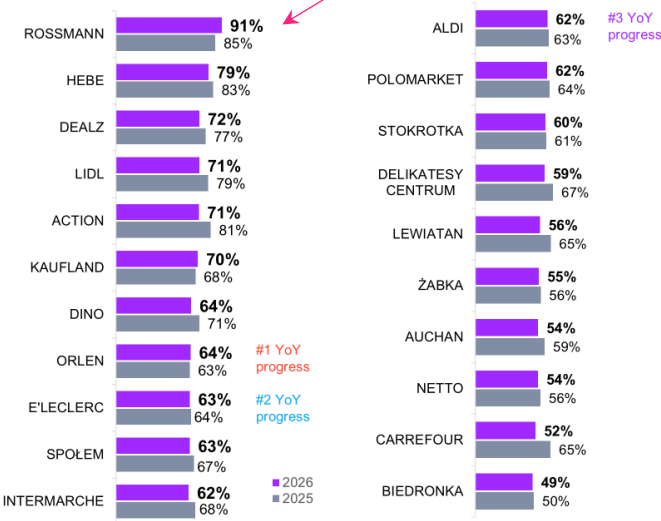
Outstanding Customer Experience Champion

Leading item: Shopping at this store is enjoyable



Analyzed items & their influence over the leading item	
The arrangement of products on the shelves is simple and clear	29%
I am satisfied with the prompt service in this store	25%
The store takes care of a clean space	24%
There is nice and helpful service in this store	23%

Johnson's Relative Weight Analysis, Top2boxes results, YoY progress based on ranking



TOP 2 Boxes (6-7)

Strongly disagree			Neither disagree nor agree			Strongly agree	Don't know, hard to say
1	2	3	4	5	6	7	8

Percentages may not sum to 100% due to rounding

Syndicated reports 2026



Shopping Monitor 2026

Diagnosis of purchasing behavior of buyers in the FMCG market. Analysis of shopping trends, buyer segmentation and image of retail chains and propensity to recommend them.

Price: 25 000 PLN + VAT



Retail Monitor 2026

Description of the FMCG retail market in Poland, FMCG market value, KPI for channels and retailers, demographic profile

Price: 51 000 PLN + VAT



FMCG Market Pulse

Quarterly data on the condition of the Polish FMCG trade and buyers shopping behaviour. In addition to macro-economic data, the report includes shares of distribution channels and major retail chains.

Price for 4 reports Q4'25; Q1-Q3'26: 51 500 PLN + VAT



Behavior Change – wave spring 2026

The Behavior Change report provides answers on future buyer behavior and coping strategies in times of instability for the EU-22 including Poland.

Price for all countries: 100 400 PLN + VAT
Poland vs EU-22 as benchmark: 28 900 PLN+ VAT



Non-FMCG 2026 – NEW

The report analyzes the importance of non-FMCG categories in grocery retail chains and their competition with non-food discounters. It takes into account key categories, customer expectations, and differences in the offer across chains.

Price: 55 000 PLN + VAT



Silver – Future Generation 2026

The Silver Generation is one of Poland's fastest-growing consumer groups and a significant purchasing force. We explore its importance to the FMCG market, seniors' shopping behaviors, and key growth opportunities for manufacturers and retailers.

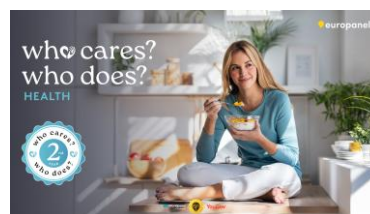
Price: 28 000 PLN + VAT



Who cares? Who does? Sustainability 2025

The report presents sustainability trends, focusing on consumer segmentation and attitudes toward environmentally friendly activities. It also includes information on purchasing behavior and retailer participation in green product categories.

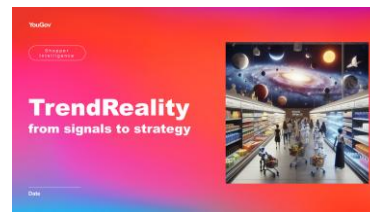
Price 2025: 20 000 PLN + VAT



Who cares? Who does? Health 2025

The report focuses on physical and mental well-being and the responsibilities of different actors in managing health. It includes analyses of lifestyles, negative health factors and the role of manufacturers and retailers in promoting healthy choices.

Price 2025: 33 000 PLN + VAT



„Trend Reality – from signals to strategy”

Trend Reality Report monitors media across more than 20,000 sources to track how weak signals evolve into major trends. Combined with consumer needs from 22 markets, it reveals which trends truly resonate with shoppers.

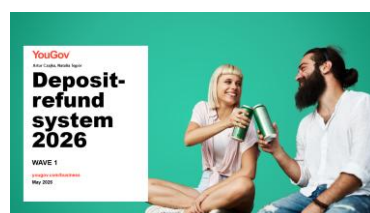
Price: PLN 45 300 + VAT (base report + 1 country)



Lidl Monograph 2026

Compendium of knowledge about Lidl shoppers.. Report based on purchase data, KPI, advanced analyses and results of declarative W2B interviews with panelists.

Price: 35 000 PLN + VAT



Deposit System 2025/2026

Analysis of changes in shopper behavior after the introduction of the deposit refund system in beverage categories, including inconveniences related to storing and returning packaging.

Wave 1 and 2 per 36 000 PLN + VAT / plus panel data

Thank you

business.yougov.com

YouGov, 2026, all rights reserved. All materials contained herein are protected by copyright laws. Any storage, reproduction or distribution of such materials, in whole or in part, in any form without the prior written permission of YouGov is prohibited. This information (including any enclosures and attachments) is propriety and confidential and has been prepared for the exclusive use and benefit of the addressee(s) and solely for the purpose for which it is provided. We make no representations, warranties or guarantees, whether express or implied, that the information is accurate, complete or up to date. We exclude all implied conditions, warranties, representations or other terms that may apply and we will not be liable to you for any loss or damage, whether in contract, tort (including negligence), breach of statutory duty, or otherwise, even if foreseeable, arising under or in connection with use of or reliance on the information. We do not exclude or limit in any way our liability to you where it would be unlawful to do so.