

# Household Appliances Sales via Key Retail Formats in Poland to 2014

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## Abstracts

### Introduction

Datamonitor's 'Household Appliances Sales via Key Retail Formats in Poland to 2014' databook provides market value data for two key market segments and key retail distribution channels. It focuses on data and analysis of market revenues and segmentation.

### Scope

Household appliances retail sales revenues and analysis from 2004 to 2009 and forecast values up to 2014.

Market value of categories which include major domestic appliances and minor domestic appliances

Current and forecast analysis of sales via major retail channels in the household appliances market as well as its sub-categories

### Highlights

Household appliances retail sales in Poland increased at a compound annual growth rate of 2.3% between 2004 and 2009.

Major domestic appliances sales led the household appliances market with a share of

88.8% in 2009. Electricals and electronics retailers were the leading retail format for major domestic appliances in 2009.

### **Reasons to Purchase**

Design effective marketing and sales strategies by identifying the key growth categories and retail formats in terms of sales

Develop business strategies by understanding the quantitative trends within the household appliances market in Poland

Understand the future direction of the market with reliable historical data and full five year forecasting

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Datamonitor consulting

Disclaimer

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