

Consumer Appliances in Poland

<https://marketpublishers.com/r/C40B270CD97EN.html>

Date: January 2024

Pages: 123

Price: US\$ 2,650.00 (Single User License)

ID: C40B270CD97EN

Abstracts

High inflation continues to cause significant implications for the Polish economy and its consumers in 2023, leading to a decrease in purchasing power as the prices of goods and services increased. Many households are struggling with high costs of living and cannot afford to buy consumer appliances, with less essential appliances feeling the pressure. Financial hardship has been exacerbated by high interest rates for mortgages/housing loans and consumer credit, forcing many consumers to adopt a...

Euromonitor International's Consumer Appliances in Poland report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2019-2023, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market – be they new product developments, format trends or distribution issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Major Appliances, Small Appliances.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Consumer Appliances market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Contents

Consumer Appliances in Poland
Euromonitor International
January 2024

LIST OF CONTENTS AND TABLES

CONSUMER APPLIANCES IN POLAND

EXECUTIVE SUMMARY

Consumer appliances in 2023: The big picture

2023 KEY TRENDS

Competitive landscape

Retailing developments

What next for consumer appliances?

MARKET INDICATORS

Table 1 Household Penetration of Selected Total Stock Consumer Appliances by Category 2018-2024

Table 2 Replacement Cycles of Consumer Appliances by Category 2018-2024

MARKET DATA

Table 3 Sales of Consumer Appliances by Category: Volume 2018-2023

Table 4 Sales of Consumer Appliances by Category: Value 2018-2023

Table 5 Sales of Consumer Appliances by Category: % Volume Growth 2018-2023

Table 6 Sales of Consumer Appliances by Category: % Value Growth 2018-2023

Table 7 Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2018-2023

Table 8 Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2018-2023

Table 9 Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2018-2023

Table 10 Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2018-2023

Table 11 Sales of Small Appliances by Category: Volume 2018-2023

Table 12 Sales of Small Appliances by Category: Value 2018-2023

Table 13 Sales of Small Appliances by Category: % Volume Growth 2018-2023

Table 14 Sales of Small Appliances by Category: % Value Growth 2018-2023

Table 15 NBO Company Shares of Major Appliances: % Volume 2019-2023

Table 16 LBN Brand Shares of Major Appliances: % Volume 2020-2023

Table 17 NBO Company Shares of Small Appliances: % Volume 2019-2023

Table 18 LBN Brand Shares of Small Appliances: % Volume 2020-2023

Table 19 Distribution of Major Appliances by Format: % Volume 2018-2023

Table 20 Distribution of Small Appliances by Format: % Volume 2018-2023

Table 21 Forecast Sales of Consumer Appliances by Category: Volume 2023-2028

Table 22 Forecast Sales of Consumer Appliances by Category: Value 2023-2028

Table 23 Forecast Sales of Consumer Appliances by Category: % Volume Growth 2023-2028

Table 24 Forecast Sales of Consumer Appliances by Category: % Value Growth 2023-2028

Table 25 Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2023-2028

Table 26 Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2023-2028

Table 27 Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2023-2028

Table 28 Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2023-2028

Table 29 Forecast Sales of Small Appliances by Category: Volume 2023-2028

Table 30 Forecast Sales of Small Appliances by Category: Value 2023-2028

Table 31 Forecast Sales of Small Appliances by Category: % Volume Growth 2023-2028

Table 32 Forecast Sales of Small Appliances by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 Research Sources

REFRIGERATION APPLIANCES IN POLAND

KEY DATA FINDINGS

2023 DEVELOPMENTS

Economic conditions hamper demand for refrigeration appliances

Electric wine coolers/chillers strike a chord with affluent consumer base

E-commerce continues to gain ground

PROSPECTS AND OPPORTUNITIES

Downward trend expected for refrigeration appliances

E-commerce to enjoy further steady growth

New product development central to stimulating sales

CATEGORY DATA

- Table 33 Sales of Refrigeration Appliances by Category: Volume 2018-2023
- Table 34 Sales of Refrigeration Appliances by Category: Value 2018-2023
- Table 35 Sales of Refrigeration Appliances by Category: % Volume Growth 2018-2023
- Table 36 Sales of Refrigeration Appliances by Category: % Value Growth 2018-2023
- Table 37 Sales of Freezers by Format: % Volume 2018-2023
- Table 38 Sales of Freezers by Volume Capacity: % Volume 2018-2023
- Table 39 Sales of Fridge Freezers by Format: % Volume 2018-2023
- Table 40 Sales of Fridge Freezers by Volume Capacity: % Volume 2018-2023
- Table 41 Sales of Fridge Freezers by Smart Appliances: % Volume 2019-2023
- Table 42 Sales of Fridges by Volume Capacity: % Volume 2018-2023
- Table 43 NBO Company Shares of Refrigeration Appliances: % Volume 2019-2023
- Table 44 LBN Brand Shares of Refrigeration Appliances: % Volume 2020-2023
- Table 45 NBO Company Shares of Built-in Fridge Freezers: % Volume 2019-2023
- Table 46 NBO Company Shares of Freestanding Fridge Freezers: % Volume 2019-2023
- Table 47 NBO Company Shares of Built-in Fridges: % Volume 2019-2023
- Table 48 NBO Company Shares of Freestanding Fridges: % Volume 2019-2023
- Table 49 Distribution of Refrigeration Appliances by Format: % Volume 2018-2023
- Table 50 Production of Refrigeration Appliances: Total Volume 2018-2023
- Table 51 Forecast Sales of Refrigeration Appliances by Category: Volume 2023-2028
- Table 52 Forecast Sales of Refrigeration Appliances by Category: Value 2023-2028
- Table 53 Forecast Sales of Refrigeration Appliances by Category: % Volume Growth 2023-2028
- Table 54 Forecast Sales of Refrigeration Appliances by Category: % Value Growth 2023-2028

HOME LAUNDRY APPLIANCES IN POLAND

KEY DATA FINDINGS

2023 DEVELOPMENTS

Recovery in home laundry appliances

Automatic dryers are in high demand due to convenience

Competitive threat puts bigger focus on product innovation

PROSPECTS AND OPPORTUNITIES

Home laundry appliances to enjoy steady growth

Technology will fuel product innovation

Automatic dryers show solid growth potential

CATEGORY DATA

Table 55 Sales of Home Laundry Appliances by Category: Volume 2018-2023

Table 56 Sales of Home Laundry Appliances by Category: Value 2018-2023

Table 57 Sales of Home Laundry Appliances by Category: % Volume Growth 2018-2023

Table 58 Sales of Home Laundry Appliances by Category: % Value Growth 2018-2023

Table 59 Sales of Automatic Washer Dryers by Smart Appliances: % Volume 2018-2023

Table 60 Sales of Automatic Washing Machines by Format: % Volume 2018-2023

Table 61 Sales of Automatic Washing Machines by Volume Capacity: % Volume 2018-2023

Table 62 Sales of Automatic Washing Machines by Smart Appliances: % Volume 2019-2023

Table 63 NBO Company Shares of Home Laundry Appliances: % Volume 2019-2023

Table 64 LBN Brand Shares of Home Laundry Appliances: % Volume 2020-2023

Table 65 Distribution of Home Laundry Appliances by Format: % Volume 2018-2023

Table 66 Production of Home Laundry Appliances: Total Volume 2018-2023

Table 67 Forecast Sales of Home Laundry Appliances by Category: Volume 2023-2028

Table 68 Forecast Sales of Home Laundry Appliances by Category: Value 2023-2028

Table 69 Forecast Sales of Home Laundry Appliances by Category: % Volume Growth 2023-2028

Table 70 Forecast Sales of Home Laundry Appliances by Category: % Value Growth 2023-2028

DISHWASHERS IN POLAND

KEY DATA FINDINGS

2023 DEVELOPMENTS

Demand rebounds for dishwashers with consumers in search of convenience

Built-in dishwasher models witness solid demand

Slimline dishwashers gain ground due to the smaller kitchens in newer Polish homes

PROSPECTS AND OPPORTUNITIES

Scope for household penetration of dishwashers to rise

Economic recovery to help boost demand

Product development expected to focus on energy and water efficiency

CATEGORY DATA

Table 71 Sales of Dishwashers by Category: Volume 2018-2023

Table 72 Sales of Dishwashers by Category: Value 2018-2023

Table 73 Sales of Dishwashers by Category: % Volume Growth 2018-2023

Table 74 Sales of Dishwashers by Category: % Value Growth 2018-2023

Table 75 Sales of Dishwashers by Format: % Volume 2018-2023
Table 76 Sales of Dishwashers by Smart Appliances: % Volume 2019-2023
Table 77 NBO Company Shares of Dishwashers: % Volume 2019-2023
Table 78 LBN Brand Shares of Dishwashers: % Volume 2020-2023
Table 79 Distribution of Dishwashers by Format: % Volume 2018-2023
Table 80 Production of Dishwashers: Total Volume 2018-2023
Table 81 Forecast Sales of Dishwashers by Category: Volume 2023-2028
Table 82 Forecast Sales of Dishwashers by Category: Value 2023-2028
Table 83 Forecast Sales of Dishwashers by Category: % Volume Growth 2023-2028
Table 84 Forecast Sales of Dishwashers by Category: % Value Growth 2023-2028
LARGE COOKING APPLIANCES IN POLAND
KEY DATA FINDINGS

2023 DEVELOPMENTS

Household demand deterred by high inflation and lower levels of replacement
Smart and connected appliances continue to emerge
E-commerce gains further traction

PROSPECTS AND OPPORTUNITIES

Challenging outlook for large cooking appliances
Induction hobs set to gain ground, building on the format's already dominant position
E-commerce stands to make further progress

CATEGORY DATA

Table 85 Sales of Large Cooking Appliances by Category: Volume 2018-2023
Table 86 Sales of Large Cooking Appliances by Category: Value 2018-2023
Table 87 Sales of Large Cooking Appliances by Category: % Volume Growth 2018-2023
Table 88 Sales of Large Cooking Appliances by Category: % Value Growth 2018-2023
Table 89 Sales of Built-in Hobs by Format: % Volume 2018-2023
Table 90 Sales of Ovens by Smart Appliances: % Volume 2019-2023
Table 91 NBO Company Shares of Large Cooking Appliances: % Volume 2019-2023
Table 92 LBN Brand Shares of Large Cooking Appliances: % Volume 2020-2023
Table 93 NBO Company Shares of Built-in Hobs: % Volume 2019-2023
Table 94 NBO Company Shares of Ovens: % Volume 2019-2023
Table 95 NBO Company Shares of Cooker Hoods: % Volume 2019-2023
Table 96 NBO Company Shares of Built-in Cooker Hoods: % Volume 2019-2023
Table 97 NBO Company Shares of Freestanding Cooker Hoods: % Volume 2019-2023
Table 98 NBO Company Shares of Cookers: % Volume 2019-2023
Table 99 NBO Company Shares of Range Cookers: % Volume 2019-2023

Table 100 Distribution of Large Cooking Appliances by Format: % Volume 2018-2023

Table 101 Production of Large Cooking Appliances: Total Volume 2018-2023

Table 102 Forecast Sales of Large Cooking Appliances by Category: Volume 2023-2028

Table 103 Forecast Sales of Large Cooking Appliances by Category: Value 2023-2028

Table 104 Forecast Sales of Large Cooking Appliances by Category: % Volume Growth 2023-2028

Table 105 Forecast Sales of Large Cooking Appliances by Category: % Value Growth 2023-2028

MICROWAVES IN POLAND

KEY DATA FINDINGS

2023 DEVELOPMENTS

Microwave sales witness strong volume performance

Pre-prepared food drives demand for microwaves

E-commerce channel enjoys steady growth

PROSPECTS AND OPPORTUNITIES

Household penetration of microwaves has scope to rise further

Innovation likely to remain a key marketing tool for attracting the attention of consumers

Trends in packaged food to support sales of microwaves

CATEGORY DATA

Table 106 Sales of Microwaves by Category: Volume 2018-2023

Table 107 Sales of Microwaves by Category: Value 2018-2023

Table 108 Sales of Microwaves by Category: % Volume Growth 2018-2023

Table 109 Sales of Microwaves by Category: % Value Growth 2018-2023

Table 110 Sales of Microwaves by Smart Appliances: % Volume 2019-2023

Table 111 NBO Company Shares of Microwaves: % Volume 2019-2023

Table 112 LBN Brand Shares of Microwaves: % Volume 2020-2023

Table 113 Distribution of Microwaves by Format: % Volume 2018-2023

Table 114 Production of Microwaves: Total Volume 2018-2023

Table 115 Forecast Sales of Microwaves by Category: Volume 2023-2028

Table 116 Forecast Sales of Microwaves by Category: Value 2023-2028

Table 117 Forecast Sales of Microwaves by Category: % Volume Growth 2023-2028

Table 118 Forecast Sales of Microwaves by Category: % Value Growth 2023-2028

FOOD PREPARATION APPLIANCES IN POLAND

KEY DATA FINDINGS

2023 DEVELOPMENTS

Home cooking trend supports growth of food preparation appliances

Consumers are keen on using food processors

Slow juicers gain further appeal due to health benefits

PROSPECTS AND OPPORTUNITIES

Food preparation appliances face moderate growth outlook

Appliances that facilitate the preparation of healthy food set to gain ground

New product development to focus on adding new functionality

CATEGORY DATA

Table 119 Sales of Food Preparation Appliances by Category: Volume 2018-2023

Table 120 Sales of Food Preparation Appliances by Category: Value 2018-2023

Table 121 Sales of Food Preparation Appliances by Category: % Volume Growth 2018-2023

Table 122 Sales of Food Preparation Appliances by Category: % Value Growth 2018-2023

Table 123 NBO Company Shares of Food Preparation Appliances: % Volume 2019-2023

Table 124 LBN Brand Shares of Food Preparation Appliances: % Volume 2020-2023

Table 125 Distribution of Food Preparation Appliances by Format: % Volume 2018-2023

Table 126 Forecast Sales of Food Preparation Appliances by Category: Volume 2023-2028

Table 127 Forecast Sales of Food Preparation Appliances by Category: Value 2023-2028

Table 128 Forecast Sales of Food Preparation Appliances by Category: % Volume Growth 2023-2028

Table 129 Forecast Sales of Food Preparation Appliances by Category: % Value Growth 2023-2028

SMALL COOKING APPLIANCES IN POLAND

KEY DATA FINDINGS

2023 DEVELOPMENTS

Convenience and versatility drive appeal of small consumer appliances

Light fryers perform well as healthier cooking trend gains traction

Pod coffee machines continue to lose appeal

PROSPECTS AND OPPORTUNITIES

Small cooking appliances to enjoy steady growth

Sustainability to hinder development of pod coffee machines

E-commerce platforms offer more competitive pricing

CATEGORY DATA

Table 130 Sales of Small Cooking Appliances by Category: Volume 2018-2023

Table 131 Sales of Small Cooking Appliances by Category: Value 2018-2023

Table 132 Sales of Small Cooking Appliances by Category: % Volume Growth 2018-2023

Table 133 Sales of Small Cooking Appliances by Category: % Value Growth 2018-2023

Table 134 Sales of Freestanding Hobs by Format: % Volume 2018-2023

Table 135 NBO Company Shares of Small Cooking Appliances: % Volume 2019-2023

Table 136 LBN Brand Shares of Small Cooking Appliances: % Volume 2020-2023

Table 137 Distribution of Small Cooking Appliances by Format: % Volume 2018-2023

Table 138 Forecast Sales of Small Cooking Appliances by Category: Volume 2023-2028

Table 139 Forecast Sales of Small Cooking Appliances by Category: Value 2023-2028

Table 140 Forecast Sales of Small Cooking Appliances by Category: % Volume Growth 2023-2028

Table 141 Forecast Sales of Small Cooking Appliances by Category: % Value Growth 2023-2028

VACUUM CLEANERS IN POLAND

KEY DATA FINDINGS

2023 DEVELOPMENTS

Vacuum cleaners enjoy slight volume sales recovery

Stick and cordless vacuum cleaners gain appeal

Expansion of smart vacuum cleaners

PROSPECTS AND OPPORTUNITIES

Convenience to drive demand in vacuum cleaners

Energy efficiency and sustainability to gain importance in purchasing decision

New product developments to capitalise on growing popularity of stick vacuum cleaners

CATEGORY DATA

Table 142 Sales of Vacuum Cleaners by Category: Volume 2018-2023

Table 143 Sales of Vacuum Cleaners by Category: Value 2018-2023

Table 144 Sales of Vacuum Cleaners by Category: % Volume Growth 2018-2023

Table 145 Sales of Vacuum Cleaners by Category: % Value Growth 2018-2023

Table 146 Sales of Robotic Vacuum Cleaners by Smart Appliances: % Volume 2019-2023

Table 147 NBO Company Shares of Vacuum Cleaners: % Volume 2019-2023

Table 148 LBN Brand Shares of Vacuum Cleaners: % Volume 2020-2023

Table 149 Distribution of Vacuum Cleaners by Format: % Volume 2018-2023

Table 150 Forecast Sales of Vacuum Cleaners by Category: Volume 2023-2028

Table 151 Forecast Sales of Vacuum Cleaners by Category: Value 2023-2028

Table 152 Forecast Sales of Vacuum Cleaners by Category: % Volume Growth 2023-2028

Table 153 Forecast Sales of Vacuum Cleaners by Category: % Value Growth 2023-2028

PERSONAL CARE APPLIANCES IN POLAND

KEY DATA FINDINGS

2023 DEVELOPMENTS

Moderate growth as consumers focus on personal grooming

Hair care strengthens as consumers seek multi-functional devices

High inflation and rising prices put some pressure on demand

PROSPECTS AND OPPORTUNITIES

New product development is crucial to driving sales

Increasing importance of personal hygiene and personal grooming to support sales

Importance of e-commerce set to increase as consumers value convenience

CATEGORY DATA

Table 154 Sales of Personal Care Appliances by Category: Volume 2018-2023

Table 155 Sales of Personal Care Appliances by Category: Value 2018-2023

Table 156 Sales of Personal Care Appliances by Category: % Volume Growth 2018-2023

Table 157 Sales of Personal Care Appliances by Category: % Value Growth 2018-2023

Table 158 Sales of Body Shavers by Format: % Volume 2018-2023

Table 159 Sales of Hair Care Appliances by Format: % Volume 2018-2023

Table 160 NBO Company Shares of Personal Care Appliances 2019-2023

Table 161 LBN Brand Shares of Personal Care Appliances 2020-2023

Table 162 Distribution of Personal Care Appliances by Format: % Volume 2018-2023

Table 163 Forecast Sales of Personal Care Appliances by Category: Volume 2023-2028

Table 164 Forecast Sales of Personal Care Appliances by Category: Value 2023-2028

Table 165 Forecast Sales of Personal Care Appliances by Category: % Volume Growth 2023-2028

Table 166 Forecast Sales of Personal Care Appliances by Category: % Value Growth 2023-2028

AIR TREATMENT PRODUCTS IN POLAND

KEY DATA FINDINGS

2023 DEVELOPMENTS

Split air conditioners gain further popularity

Demand for air purifiers increases in towns and cities with poor air quality

Players add new product features that promote health and wellness

PROSPECTS AND OPPORTUNITIES

Rising average temperatures to drive demand for air treatment products

Energy-efficient appliances of increasing importance to consumers

Air conditioning appliances to become more affordable

CATEGORY DATA

Table 167 Sales of Air Treatment Products by Category: Volume 2018-2023

Table 168 Sales of Air Treatment Products by Category: Value 2018-2023

Table 169 Sales of Air Treatment Products by Category: % Volume Growth 2018-2023

Table 170 Sales of Air Treatment Products by Category: % Value Growth 2018-2023

Table 171 Sales of Air Conditioners by Smart Appliances: % Volume 2019-2023

Table 172 NBO Company Shares of Air Treatment Products: % Volume 2019-2023

Table 173 LBN Brand Shares of Air Treatment Products: % Volume 2020-2023

Table 174 Distribution of Air Treatment Products by Format: % Volume 2018-2023

Table 175 Production of Air Conditioners: Total Volume 2018-2023

Table 176 Forecast Sales of Air Treatment Products by Category: Volume 2023-2028

Table 177 Forecast Sales of Air Treatment Products by Category: Value 2023-2028

Table 178 Forecast Sales of Air Treatment Products by Category: % Volume Growth 2023-2028

Table 179 Forecast Sales of Air Treatment Products by Category: % Value Growth 2023-2028

I would like to order

Product name: Consumer Appliances in Poland

Product link: <https://marketpublishers.com/r/C40B270CD97EN.html>

Price: US\$ 2,650.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/C40B270CD97EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970