

Poland Consumer Electronics Retail Market Summary, Competitive Analysis and Forecast to 2027

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Abstracts

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Summary

Consumer Electronics Retail in Poland industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value and volume 2017-22, and forecast to 2027). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

Key Highlights

The consumer electronics retail market comprises the sales of communications equipment, computer hardware and software, consumer electronics, household appliances, and photographic equipment.

The Polish consumer electronics market had total revenues of \$13 billion in 2022, representing a compound annual growth rate (CAGR) of 9.1% between 2017 and 2022.

The computer hardware & software segment accounted for the market's largest proportion in 2022, with total revenues of \$4.3 billion, equivalent to 32.9% of the market's overall value.

The growth in the Polish consumer electronics market is influenced by several

macroeconomic factors, such as rising GDP and growing consumer confidence. For instance, the Central Statistical Office of Poland (GUS) reported a rise in consumer confidence in Poland, from -22.30 points in August 2023 to -20.30 points in September.

Scope

Save time carrying out entry-level research by identifying the size, growth, and leading players in the consumer electronics retail market in Poland

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the consumer electronics retail market in Poland

Leading company profiles reveal details of key consumer electronics retail market players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the Poland consumer electronics retail market with five year forecasts by both value and volume

Reasons to Buy

What was the size of the Poland consumer electronics retail market by value in 2022?

What will be the size of the Poland consumer electronics retail market in 2027?

What factors are affecting the strength of competition in the Poland consumer electronics retail market?

How has the market performed over the last five years?

Who are the top competitors in Poland's consumer electronics retail market?

Contents

1 EXECUTIVE SUMMARY

- 1.1. Market value
- 1.2. Market value forecast
- 1.3. Category segmentation
- 1.4. Geography segmentation
- 1.5. Market rivalry
- 1.6. Competitive landscape

2 MARKET OVERVIEW

- 2.1. Market definition
- 2.2. Market analysis

3 MARKET DATA

- 3.1. Market value

4 MARKET SEGMENTATION

- 4.1. Category segmentation
- 4.2. Geography segmentation
- 4.3. Market distribution

5 MARKET OUTLOOK

- 5.1. Market value forecast

6 FIVE FORCES ANALYSIS

- 6.1. Summary
- 6.2. Buyer power
- 6.3. Supplier power
- 6.4. New entrants
- 6.5. Threat of substitutes
- 6.6. Degree of rivalry

7 COMPETITIVE LANDSCAPE

- 7.1. Who are the leading players?
- 7.2. What are the strengths of leading players?
- 7.3. What is the rationale for the recent M&A activity?

8 COMPANY PROFILES

- 8.1. MediaMarktSaturn Retail Group
- 8.2. Allegro sp zoo
- 8.3. Komputronik SA

9 MACROECONOMIC INDICATORS

- 9.1. Country data

10 APPENDIX

- 10.1. Methodology
- 10.2. Industry associations
- 10.3. Related MarketLine research
- 10.4. About MarketLine

List Of Tables

LIST OF TABLES

- Table 1: Poland consumer electronics retail market value: \$ million, 2017-22
- Table 2: Poland consumer electronics retail market category segmentation: % share, by value, 2017-2022
- Table 3: Poland consumer electronics retail market category segmentation: \$ million, 2017-2022
- Table 4: Poland consumer electronics retail market geography segmentation: \$ million, 2022
- Table 5: Poland consumer electronics retail market distribution: % share, by value, 2022
- Table 6: Poland consumer electronics retail market value forecast: \$ million, 2022-27
- Table 7: MediaMarktSaturn Retail Group: key facts
- Table 8: MediaMarktSaturn Retail Group: Key Employees
- Table 9: Allegro sp zoo: key facts
- Table 10: Allegro sp zoo: Key Employees
- Table 11: Komputronik SA: key facts
- Table 12: Komputronik SA: Annual Financial Ratios
- Table 13: Komputronik SA: Key Employees
- Table 14: Poland size of population (million), 2018-22
- Table 15: Poland gdp (constant 2005 prices, \$ billion), 2018-22
- Table 16: Poland gdp (current prices, \$ billion), 2018-22
- Table 17: Poland inflation, 2018-22
- Table 18: Poland consumer price index (absolute), 2018-22
- Table 19: Poland exchange rate, 2018-22

List Of Figures

LIST OF FIGURES

Figure 1: Poland consumer electronics retail market value: \$ million, 2017-22

Figure 2: Poland consumer electronics retail market category segmentation: \$ million, 2017-2022

Figure 3: Poland consumer electronics retail market geography segmentation: % share, by value, 2022

Figure 4: Poland consumer electronics retail market distribution: % share, by value, 2022

Figure 5: Poland consumer electronics retail market value forecast: \$ million, 2022-27

Figure 6: Forces driving competition in the consumer electronics retail market in Poland, 2022

Figure 7: Drivers of buyer power in the consumer electronics retail market in Poland, 2022

Figure 8: Drivers of supplier power in the consumer electronics retail market in Poland, 2022

Figure 9: Factors influencing the likelihood of new entrants in the consumer electronics retail market in Poland, 2022

Figure 10: Factors influencing the threat of substitutes in the consumer electronics retail market in Poland, 2022

Figure 11: Drivers of degree of rivalry in the consumer electronics retail market in Poland, 2022

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