

## **Home and Garden in Poland**

Market Direction | 2022-06-20 | 42 pages | Euromonitor

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### **Report description:**

Home and garden was heavily impacted by the state of the property and housing market in 2021. High demand for property was triggered by very low interest rates, with consumers looking for both old and new flats. Poles were seen to be shifting their savings into more stable and profitable investments, with property seen as good option. Due to the high demand for property, prices went up significantly, although demand still remained strong. With consumers investing in property this benefited sales...

Euromonitor International's Home and Garden in Poland report offers a comprehensive guide to the size and shape of market demand at a national level. It provides the latest retail sales data (historic date range), allowing you to identify the categories driving growth. It also identifies the leading companies and their brands, and offers strategic analysis of key factors influencing demand - from new product developments, consumer lifestyles, route to market and pricing issues. Forecasts to 2026 illustrate how market demand is expected to evolve in the medium-term

Product coverage: Home Improvement and Gardening, Homewares and Home Furnishings.

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

Why buy this report?

- \* Get a detailed picture of the Home and Garden 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.

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reliable information resources to help drive informed strategic planning.

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