

Home Improvement in Poland

Market Direction | 2022-06-20 | 17 pages | Euromonitor

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Report description:

The housing market was flourishing at the end of the review period which helped to ensure steady sales growth in home improvement in current value terms in 2021. Some Polish consumers invested their savings into property, often with the aim of renting them out. This coupled with the large number of new flats being built created increased demand for a wide range of home improvement products as homeowners looked to make their properties habitable.

Euromonitor International's Home Improvement 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: Bathroom and Sanitaryware, Floor Covering, Hand Tools, Hardware, Home Paint, Kitchen Sinks, Other Home Improvement, Power Tools, Wall Covering.

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 Improvement 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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New properties fuel demand, while home seclusion encourages consumers to redecorate

Wooden flooring feels the strain due to supply shortages while kitchen sinks flourish

Cersanit SA extends its lead thanks to popular range of tiles

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Uncertain economic situation could dictate demand

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Summary 1 Research Sources

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