

Consumer Electronics in Poland

Market Direction | 2022-09-21 | 82 pages | Euromonitor

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Report description:

The COVID-19 crisis triggered a strong rise in demand for consumer electronics. The shift to remote working and distance learning as offices and schools were closed supported demand for devices for use at home during the pandemic, and many workers and students were forced to work from home. Demand for such devices was also bolstered by the fact that people had to turn to online resources for a wide range of everyday purposes, including socialising with friends and family, entertainment, and shop...

Euromonitor International's Consumer Electronics in Poland report offers a comprehensive guide to the size and shape of the in-home, portable and in-car consumer electronics products markets at a national level. It provides the latest retail sales data, 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, distribution or pricing issues. Forecasts illustrate how the market is set to change.

Product coverage: Computers and Peripherals, In-Car Entertainment, In-Home Consumer Electronics, Portable Consumer Electronics.

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 Electronics 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

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reliable information resources to help drive informed strategic planning.

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Shortage of components has an impact on unit price
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