

Home Laundry Appliances in Poland

Market Direction | 2022-12-05 | 39 pages | Euromonitor

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Report description:

While volume sales of home laundry appliances increased over the course of 2022, sales growth was far slower than what was registered during 2020 and 2021, when the impact of the COVID-19 pandemic encourage consumers to invest in new major appliances to improve their home environment during the era of social distancing and home seclusion. One of the biggest influences on this slowdown in growth was the situation in the Polish housing market, with far fewer local consumers choosing to take out a...

Euromonitor International's Home Laundry 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 2017-2021, 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 2026 illustrate how the market is set to change.

Product coverage: Automatic Dryers, Automatic Washer Dryers, Automatic Washing Machines, Built-in Home Laundry Appliances, Freestanding Home Laundry Appliances, Semi-Automatic Washing Machines.

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 Laundry 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.

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reliable information resources to help drive informed strategic planning.

Table of Contents:

Home Laundry Appliances in Poland
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List Of Contents And Tables

HOME LAUNDRY APPLIANCES IN POLAND

KEY DATA FINDINGS

2022 DEVELOPMENTS

Muted activity in the housing market contributes to slowdown in sales growth

Leading players turn to innovation as a way of attracting the attention of consumers

Smaller homes mean smaller dimensions despite increases in internal capacity

PROSPECTS AND OPPORTUNITIES

Smart technology to become more influential as connected appliances slowly take over

Semi-automatic washing machines to continue declining due to old-fashioned image

Innovation set to remain a major driver of sales growth during the forecast period

CATEGORY DATA

Table 1 Sales of Home Laundry Appliances by Category: Volume 2017-2022

Table 2 Sales of Home Laundry Appliances by Category: Value 2017-2022

Table 3 Sales of Home Laundry Appliances by Category: % Volume Growth 2017-2022

Table 4 Sales of Home Laundry Appliances by Category: % Value Growth 2017-2022

Table 5 Sales of Automatic Washer Dryers by Connected Appliances: % Volume 2017-2022

Table 6 Sales of Automatic Washing Machines by Format: % Volume 2017-2022

Table 7 Sales of Automatic Washing Machines by Volume Capacity: % Volume 2017-2022

Table 8 Sales of Automatic Washing Machines by Connected Appliances: % Volume 2018-2022

Table 9 NBO Company Shares of Home Laundry Appliances: % Volume 2018-2022

Table 10 □LBN Brand Shares of Home Laundry Appliances: % Volume 2019-2022

Table 11 □Distribution of Home Laundry Appliances by Format: % Volume 2017-2022

Table 12 □Production of Home Laundry Appliances: Total Volume 2017-2022

Table 13 □Forecast Sales of Home Laundry Appliances by Category: Volume 2022-2027

Table 14 □Forecast Sales of Home Laundry Appliances by Category: Value 2022-2027

Table 15 □Forecast Sales of Home Laundry Appliances by Category: % Volume Growth 2022-2027

Table 16 □Forecast Sales of Home Laundry Appliances by Category: % Value Growth 2022-2027

CONSUMER APPLIANCES IN POLAND

EXECUTIVE SUMMARY

Consumer appliances in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for consumer appliances?

MARKET INDICATORS

Table 17 Household Penetration of Selected Total Stock Consumer Appliances by Category 2018-2023

Table 18 Replacement Cycles of Consumer Appliances by Category 2018-2023

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MARKET DATA

Table 19 Sales of Consumer Appliances by Category: Volume 2017-2022

Table 20 Sales of Consumer Appliances by Category: Value 2017-2022

Table 21 Sales of Consumer Appliances by Category: % Volume Growth 2017-2022

Table 22 Sales of Consumer Appliances by Category: % Value Growth 2017-2022

Table 23 Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2017-2022

Table 24 Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2017-2022

Table 25 Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2017-2022

Table 26 □Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2017-2022

Table 27 □Sales of Small Appliances by Category: Volume 2017-2022

Table 28 □Sales of Small Appliances by Category: Value 2017-2022

Table 29 □Sales of Small Appliances by Category: % Volume Growth 2017-2022

Table 30 □Sales of Small Appliances by Category: % Value Growth 2017-2022

Table 31 □NBO Company Shares of Major Appliances: % Volume 2018-2022

Table 32 □LBN Brand Shares of Major Appliances: % Volume 2019-2022

Table 33 □NBO Company Shares of Small Appliances: % Volume 2018-2022

Table 34 □LBN Brand Shares of Small Appliances: % Volume 2019-2022

Table 35 □Distribution of Major Appliances by Format: % Volume 2017-2022

Table 36 □Distribution of Small Appliances by Format: % Volume 2017-2022

Table 37 □Forecast Sales of Consumer Appliances by Category: Volume 2022-2027

Table 38 □Forecast Sales of Consumer Appliances by Category: Value 2022-2027

Table 39 □Forecast Sales of Consumer Appliances by Category: % Volume Growth 2022-2027

Table 40 □Forecast Sales of Consumer Appliances by Category: % Value Growth 2022-2027

Table 41 □Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2022-2027

Table 42 □Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2022-2027

Table 43 □Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2022-2027

Table 44 □Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2022-2027

Table 45 □Forecast Sales of Small Appliances by Category: Volume 2022-2027

Table 46 □Forecast Sales of Small Appliances by Category: Value 2022-2027

Table 47 □Forecast Sales of Small Appliances by Category: % Volume Growth 2022-2027

Table 48 □Forecast Sales of Small Appliances by Category: % Value Growth 2022-2027

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SOURCES

Summary 1 Research Sources

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