

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.

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

reliable information resources to help drive informed strategic planning.

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

Smaller homes mean smaller dimensions despite increases in internal capacity

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

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