

## **Large Cooking Appliances in Poland**

Market Direction | 2022-12-05 | 41 pages | Euromonitor

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### **Report description:**

2022 saw volume growth rates slow down appreciably in large cooking appliances in Poland as two background trends considerable pressure on demand. The first and most important of these background trends is the slowdown seen in the Polish housing market during the year, which followed two years of strong sales of new homes and a buoyant market in the sale of existing homes during the COVID-19 pandemic. At the same time, demand for large cooking appliances also come under pressure due to the high...

Euromonitor International's Large Cooking 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: Built-in Hobs, Built-in Large Cooking Appliances, Cooker Hoods, Cookers, Freestanding Large Cooking Appliances, Ovens, Range Cookers.

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

#### **Why buy this report?**

- \* Get a detailed picture of the Large Cooking 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.

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Growth rates slow down due to stagnant housing market and inflationary pressures

Innovation supports growth as potentially popular new features continue to emerge

E-commerce continues to develop into a major mainstream distribution channel

#### **PROSPECTS AND OPPORTUNITIES**

Slower sales growth expected due to high inflation and stagnant housing market

Energy efficiency set to emerge as a major demand factor as demand for economy rises

Induction hobs set to gain ground, building on the format's already dominant position

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