

## **Appliances and Electronics Specialists in Poland**

Market Direction | 2023-03-14 | 37 pages | Euromonitor

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### **Report description:**

After posting double-digit growth over 2020-2021, appliances and electronics specialists saw current value sales decline slightly in 2022. Trade was depressed as rapidly rising inflation caused unit prices to increase sharply and weakened confidence and purchasing power among consumers. These conditions led Poles to postpone upgrading appliances and electronics where possible, including by having older models repaired. The potential for replacement purchases was further constrained by the fact t...

Euromonitor International's Appliances and Electronics Specialists in Poland report offers insight into key trends and developments driving the industry. The report examines all retail channels to provide sector insight. Channels include hypermarkets, supermarkets, discounters, convenience stores, mixed retailers, health and beauty retailers, clothing and footwear retailers, furniture and furnishing stores, DIY and hardware stores, durable goods retailers, leisure and personal goods retailers. There are profiles of leading retailers, with analysis of their performance and the challenges they face. There is also analysis of non-store retailing: vending; homeshopping; internet retailing; direct selling, as available.

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

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

- \* Get a detailed picture of the Appliances and Electronics Specialists 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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