

Home and Garden in Poland

Market Direction | 2023-05-24 | 45 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €1750.00
- Multiple User License (1 Site) €3500.00
- Multiple User License (Global) €5250.00

Report description:

PPI

Euromonitor International's Home and Garden in Poland report offers a comprehensive guide to the size and shape of market demand at a national level. It provides the latest retail sales data (historic date range), allowing you to identify the categories driving growth. It also identifies the leading companies and their brands, and offers strategic analysis of key factors influencing demand - from new product developments, consumer lifestyles, route to market and pricing issues. Forecasts to 2027 illustrate how market demand is expected to evolve in the medium-term

Product coverage: Home Improvement and Gardening, Homewares and Home Furnishings.

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 and Garden 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.

Table of Contents:

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

List Of Contents And Tables

HOME AND GARDEN IN POLAND

Home and garden in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for home and garden?

MARKET DATA

Table 1 Sales of Home and Garden by Category: Value 2017-2022

Table 2 Sales of Home and Garden by Category: % Value Growth 2017-2022

Table 3 NBO Company Shares of Home and Garden: % Value 2018-2022

Table 4 LBN Brand Shares of Home and Garden: % Value 2019-2022

Table 5 Penetration of Private Label in Home and Garden by Category: % Value 2017-2022

Table 6 Distribution of Home and Garden by Format: % Value 2017-2022

Table 7 Distribution of Home and Garden by Format and Category: % Value 2022

Table 8 Forecast Sales of Home and Garden by Category: Value 2022-2027

Table 9 Forecast Sales of Home and Garden by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 1 Research Sources

GARDENING IN POLAND

KEY DATA FINDINGS

2022 DEVELOPMENTS

Positive retail growth, as the appetite for gardening continues to grow

Sustainability considerations driving growth in watering products

Gardening specialists are key while e-commerce is challenged

PROSPECTS AND OPPORTUNITIES

Gardening benefits from growing health and wellness trends

Robotic lawn mowers grow as price points become more accessible

Horticulture records a healthy demand as indoor plants offer natural decoration

CATEGORY DATA

Table 10 Sales of Gardening by Category: Value 2017-2022

Table 11 Sales of Gardening by Category: % Value Growth 2017-2022

Table 12 NBO Company Shares of Gardening: % Value 2018-2022

Table 13 LBN Brand Shares of Gardening: % Value 2019-2022

Table 14 Distribution of Gardening by Format: % Value 2017-2022

Table 15 Forecast Sales of Gardening by Category: Value 2022-2027

Table 16 Forecast Sales of Gardening by Category: % Value Growth 2022-2027

HOME FURNISHINGS IN POLAND

KEY DATA FINDINGS

2022 DEVELOPMENTS

Rising inflation and low purchasing power negatively impact home furnishing

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Premiumisation and multifunctionality are key trends in 2022

Barbecues benefit from the ongoing popularity of gardening

PROSPECTS AND OPPORTUNITIES

Retailers align their innovation efforts with sustainability

Some consumers seek high-quality while others are forced to economise

E-commerce drives growth as marketplaces become increasingly popular

CATEGORY DATA

Table 17 Sales of Home Furnishings by Category: Value 2017-2022

Table 18 Sales of Home Furnishings by Category: % Value Growth 2017-2022

Table 19 NBO Company Shares of Home Furnishings: % Value 2018-2022

Table 20 LBN Brand Shares of Home Furnishings: % Value 2019-2022

Table 21 LBN Brand Shares of Light Sources: % Value 2019-2022

Table 22 Distribution of Home Furnishings by Format: % Value 2017-2022

Table 23 Forecast Sales of Home Furnishings by Category: Value 2022-2027

Table 24 Forecast Sales of Home Furnishings by Category: % Value Growth 2022-2027

HOME IMPROVEMENT IN POLAND

KEY DATA FINDINGS

2022 DEVELOPMENTS

Economic downturn leads to lower demand for bathroom and sanitaryware

Power tool accessories reduce costs and increase functionality

Sustainable materials become increasingly important to consumers

PROSPECTS AND OPPORTUNITIES

Rises in disposable incomes positively impact bathroom and sanitaryware

Cordless drills see a rise in demand as consumers appreciate convenience

Strong potential for e-commerce as new services attract consumers

CATEGORY DATA

Table 25 Sales of Home Improvement by Category: Value 2017-2022

Table 26 Sales of Home Improvement by Category: % Value Growth 2017-2022

Table 27 NBO Company Shares of Home Improvement: % Value 2018-2022

Table 28 LBN Brand Shares of Home Improvement: % Value 2019-2022

Table 29 Distribution of Home Improvement by Format: % Value 2017-2022

Table 30 Forecast Sales of Home Improvement by Category: Value 2022-2027

Table 31 Forecast Sales of Home Improvement by Category: % Value Growth 2022-2027

HOMEWARES IN POLAND

KEY DATA FINDINGS

2022 DEVELOPMENTS

Sales remain lower than pre-pandemic levels, despite growth

Food storage containers and dining sets lose popularity

Despite slower growth e-commerce remains a key distribution channel

PROSPECTS AND OPPORTUNITIES

Sustainability considerations push demand for premium homeware

Active social lives fuel the demand for dinnerware in Poland

Deals, discounts and user reviews benefit the growth of e-commerce

CATEGORY DATA

Table 32 Sales of Homewares by Category: Value 2017-2022

Table 33 Sales of Homewares by Category: % Value Growth 2017-2022

Table 34 Sales of Homewares by Material: % Value 2017-2022

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 35 NBO Company Shares of Homewares: % Value 2018-2022

Table 36 LBN Brand Shares of Homewares: % Value 2019-2022

Table 37 Distribution of Homewares by Format: % Value 2017-2022

Table 38 Forecast Sales of Homewares by Category: Value 2022-2027

Table 39 Forecast Sales of Homewares by Category: % Value Growth 2022-2027

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Home and Garden in Poland

Market Direction | 2023-05-24 | 45 pages | Euromonitor

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€1750.00
	Multiple User License (1 Site)	€3500.00
	Multiple User License (Global)	€5250.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-02-22"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com