

## **Homewares in Poland**

Market Direction | 2023-05-24 | 18 pages | Euromonitor

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### **Report description:**

The demand of homewares were much lower in 2022 relative to pre-pandemic levels (in constant 2022 prices), largely due to inflation and the resulting negative consumer sentiments. Polish consumers looked towards renovating their homes by integrating the latest trends in homewares, such as the increased consumer appetite for sustainability and multi-functionality. Premiumisation and sustainability considerations further boosted homewares as consumers increasingly purchase durable and high-quality...

Euromonitor International's Homewares 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: Dining, Kitchen.

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

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

- \* Get a detailed picture of the Homewares 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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