

Home and Garden in Poland

Market Direction | 2024-06-05 | 47 pages | Euromonitor

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Report description:

The home and garden market in Poland registered a more muted performance in current value terms in 2023, when compared to the previous years of the review period. This came within a context of a challenging macroeconomic environment, with inflationary pressures, high interest rates and a decline in construction output constraining household spending. The home and garden market is closely linked to the housing market, especially the categories of home furnishings and home improvement, the fortune...

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 2028 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.

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