

Consumer Electronics in Poland

Market Direction | 2024-07-25 | 76 pages | Euromonitor

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Report description:

After two years of volume decline, the picture is expected to be more positive for consumer electronics in Poland in 2024, with volume sales rising slightly. Economic indicators are improving and inflation is also easing. As such, constant value sales are also expected to rise slightly.

Euromonitor International's Consumer Electronics in Poland report offers a comprehensive guide to the size and shape of the in-home, portable and in-car consumer electronics products markets at a national level. It provides the latest retail sales data, 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, distribution or pricing issues. Forecasts illustrate how the market is set to change.

Product coverage: Computers and Peripherals, In-Car Entertainment, In-Home Consumer Electronics, Portable Consumer Electronics.

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

Why buy this report?

- * Get a detailed picture of the Consumer Electronics 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.

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Table of Contents:

Consumer Electronics in Poland
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List Of Contents And Tables

CONSUMER ELECTRONICS IN POLAND

EXECUTIVE SUMMARY

Consumer electronics in 2024: The big picture
2024 key trends
Competitive landscape
Retailing developments
What next for consumer electronics?

MARKET DATA

Table 1 Sales of Consumer Electronics by Category: Volume 2019-2024
Table 2 Sales of Consumer Electronics by Category: Value 2019-2024
Table 3 Sales of Consumer Electronics by Category: % Volume Growth 2019-2024
Table 4 Sales of Consumer Electronics by Category: % Value Growth 2019-2024
Table 5 NBO Company Shares of Consumer Electronics: % Volume 2020-2024
Table 6 LBN Brand Shares of Consumer Electronics: % Volume 2021-2024
Table 7 Distribution of Consumer Electronics by Channel: % Volume 2019-2024
Table 8 Forecast Sales of Consumer Electronics by Category: Volume 2024-2029
Table 9 Forecast Sales of Consumer Electronics by Category: Value 2024-2029
Table 10 □Forecast Sales of Consumer Electronics by Category: % Volume Growth 2024-2029
Table 11 □Forecast Sales of Consumer Electronics by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 Research Sources

COMPUTERS AND PERIPHERALS IN POLAND

KEY DATA FINDINGS

2024 DEVELOPMENTS

Further volume decline in 2024
Double-digit percentage volume decline for printers
Tablets under pressure

PROSPECTS AND OPPORTUNITIES

Further volume decline sees manufacturers focus on increasing value sales
Gaming drives growth in premium computers
E-commerce continues to lead

CATEGORY DATA

Table 12 Sales of Computers and Peripherals by Category: Volume 2019-2024
Table 13 Sales of Computers and Peripherals by Category: Value 2019-2024
Table 14 Sales of Computers and Peripherals by Category: % Volume Growth 2019-2024
Table 15 Sales of Computers and Peripherals by Category: % Value Growth 2019-2024
Table 16 Sales of Computers by Category: Business Volume 2019-2024
Table 17 Sales of Computers by Category: Business Value MSP 2019-2024
Table 18 Sales of Computers by Category: Business Volume Growth 2019-2024

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Table 19 Sales of Computers by Category: Business Value MSP Growth 2019-2024
 Table 20 NBO Company Shares of Computers and Peripherals: % Volume 2020-2024
 Table 21 □LBN Brand Shares of Computers and Peripherals: % Volume 2021-2024
 Table 22 □Distribution of Computers and Peripherals by Channel: % Volume 2019-2024
 Table 23 □Forecast Sales of Computers and Peripherals by Category: Volume 2024-2029
 Table 24 □Forecast Sales of Computers and Peripherals by Category: Value 2024-2029
 Table 25 □Forecast Sales of Computers and Peripherals by Category: % Volume Growth 2024-2029
 Table 26 □Forecast Sales of Computers and Peripherals by Category: % Value Growth 2024-2029
 Table 27 □Forecast Sales of Computers by Category: Business Volume 2024-2029
 Table 28 □Forecast Sales of Computers by Category: Business Value MSP 2024-2029
 Table 29 □Forecast Sales of Computers by Category: Business Volume Growth 2024-2029
 Table 30 □Forecast Sales of Computers by Category: Business Value MSP Growth 2024-2029

IN-CAR ENTERTAINMENT IN POLAND

KEY DATA FINDINGS

2024 DEVELOPMENTS

Growing obsolescence dampens volume sales
 Lack of innovation drives down growth
 Car showrooms main distributor for in-car entertainment

PROSPECTS AND OPPORTUNITIES

Further volume decline
 Focus on other transport options further drives down volume sales
 Smartphones continue to threaten

CATEGORY DATA

Table 31 Sales of In-Car Entertainment by Category: Volume 2019-2024
 Table 32 Sales of In-Car Entertainment by Category: Value 2019-2024
 Table 33 Sales of In-Car Entertainment by Category: % Volume Growth 2019-2024
 Table 34 Sales of In-Car Entertainment by Category: % Value Growth 2019-2024
 Table 35 NBO Company Shares of In-Car Entertainment: % Volume 2020-2024
 Table 36 LBN Brand Shares of In-Car Entertainment: % Volume 2021-2024
 Table 37 Distribution of In-Car Entertainment by Channel: % Volume 2019-2024
 Table 38 Forecast Sales of In-Car Entertainment by Category: Volume 2024-2029
 Table 39 Forecast Sales of In-Car Entertainment by Category: Value 2024-2029
 Table 40 □Forecast Sales of In-Car Entertainment by Category: % Volume Growth 2024-2029
 Table 41 □Forecast Sales of In-Car Entertainment by Category: % Value Growth 2024-2029

HOME AUDIO AND CINEMA IN POLAND

KEY DATA FINDINGS

2024 DEVELOPMENTS

Fall in volume sales in 2024
 Changing demographics and interior design trends further dampen volume sales
 Connectivity key area of focus

PROSPECTS AND OPPORTUNITIES

Further decline over forecast period
 Increasing obsolescence
 Vinyl ray of sunshine among overall decline

CATEGORY DATA

Table 42 Sales of Home Audio and Cinema by Category: Volume 2019-2024
 Table 43 Sales of Home Audio and Cinema by Category: Value 2019-2024

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Table 44 Sales of Home Audio and Cinema by Category: % Volume Growth 2019-2024

Table 45 Sales of Home Audio and Cinema by Category: % Value Growth 2019-2024

Table 46 NBO Company Shares of Home Audio and Cinema: % Volume 2020-2024

Table 47 LBN Brand Shares of Home Audio and Cinema: % Volume 2021-2024

Table 48 Distribution of Home Audio and Cinema by Channel: % Volume 2020-2024

Table 49 Forecast Sales of Home Audio and Cinema by Category: Volume 2024-2029

Table 50 Forecast Sales of Home Audio and Cinema by Category: Value 2024-2029

Table 51 □Forecast Sales of Home Audio and Cinema by Category: % Volume Growth 2024-2029

Table 52 □Forecast Sales of Home Audio and Cinema by Category: % Value Growth 2024-2029

HOME VIDEO IN POLAND

KEY DATA FINDINGS

2024 DEVELOPMENTS

Further fall in volume sales of TVs in 2024

Innovation key selling point

Well-established brands lead

PROSPECTS AND OPPORTUNITIES

Further volume decline over forecast period

Growth for OLED TVs over coming years

Seasonal sales events remain key driver of sales

CATEGORY DATA

Table 53 Sales of Home Video by Category: Volume 2019-2024

Table 54 Sales of Home Video by Category: Value 2019-2024

Table 55 Sales of Home Video by Category: % Volume Growth 2019-2024

Table 56 Sales of Home Video by Category: % Value Growth 2019-2024

Table 57 Sales of LCD TVs by Network Connectivity: % Retail Volume 2019-2024

Table 58 NBO Company Shares of Home Video: % Volume 2020-2024

Table 59 LBN Brand Shares of Home Video: % Volume 2021-2024

Table 60 Distribution of Home Video by Channel: % Volume 2019-2024

Table 61 Forecast Sales of Home Video by Category: Volume 2024-2029

Table 62 □Forecast Sales of Home Video by Category: Value 2024-2029

Table 63 □Forecast Sales of Home Video by Category: % Volume Growth 2024-2029

Table 64 □Forecast Sales of Home Video by Category: % Value Growth 2024-2029

Table 65 □Forecast Sales of LCD TVs by Network Connectivity: % Retail Volume 2024-2029

IMAGING DEVICES IN POLAND

KEY DATA FINDINGS

2024 DEVELOPMENTS

Double-digit percentage volume decline in 2024

Mix of convenience and quality drives growth

Revival of analogue competes with digital

PROSPECTS AND OPPORTUNITIES

Further decline over forecast period

Manufacturers focus on professional and semi-professional offerings

Demand for refurbished models grow

CATEGORY DATA

Table 66 Sales of Imaging Devices by Category: Volume 2019-2024

Table 67 Sales of Imaging Devices by Category: Value 2019-2024

Table 68 Sales of Imaging Devices by Category: % Volume Growth 2019-2024

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Table 69 Sales of Imaging Devices by Category: % Value Growth 2019-2024
Table 70 NBO Company Shares of Imaging Devices: % Volume 2020-2024
Table 71 LBN Brand Shares of Imaging Devices: % Volume 2021-2024
Table 72 Distribution of Imaging Devices by Channel: % Volume 2019-2024
Table 73 Forecast Sales of Imaging Devices by Category: Volume 2024-2029
Table 74 Forecast Sales of Imaging Devices by Category: Value 2024-2029
Table 75 □Forecast Sales of Imaging Devices by Category: % Volume Growth 2024-2029
Table 76 □Forecast Sales of Imaging Devices by Category: % Value Growth 2024-2029

PORTABLE PLAYERS IN POLAND

KEY DATA FINDINGS

2024 DEVELOPMENTS

Wireless speakers lead growth
Brands differentiate through added features
E-readers face competition from other ways of reading

PROSPECTS AND OPPORTUNITIES

Continuing healthy volume growth for wireless speakers
E-readers see further innovation
Some portable players perceived as obsolete

CATEGORY DATA

Table 77 Sales of Portable Players by Category: Volume 2019-2024
Table 78 Sales of Portable Players by Category: Value 2019-2024
Table 79 Sales of Portable Players by Category: % Volume Growth 2019-2024
Table 80 Sales of Portable Players by Category: % Value Growth 2019-2024
Table 81 NBO Company Shares of Portable Players: % Volume 2020-2024
Table 82 LBN Brand Shares of Portable Players: % Volume 2021-2024
Table 83 Distribution of Portable Players by Channel: % Volume 2019-2024
Table 84 Forecast Sales of Portable Players by Category: Volume 2024-2029
Table 85 Forecast Sales of Portable Players by Category: Value 2024-2029
Table 86 □Forecast Sales of Portable Players by Category: % Volume Growth 2024-2029
Table 87 □Forecast Sales of Portable Players by Category: % Value Growth 2024-2029

MOBILE PHONES IN POLAND

KEY DATA FINDINGS

2024 DEVELOPMENTS

Both value and volume increase in 2024
AI driving innovation
Xiaomi extends lead, while Huawei sees its share erode

PROSPECTS AND OPPORTUNITIES

Bleak outlook over forecast period
Players look to drive value growth through innovation
More focus on sustainability/repairability

CATEGORY DATA

Table 88 Sales of Mobile Phones by Category: Volume 2019-2024
Table 89 Sales of Mobile Phones by Category: Value 2019-2024
Table 90 Sales of Mobile Phones by Category: % Volume Growth 2019-2024
Table 91 Sales of Mobile Phones by Category: % Value Growth 2019-2024
Table 92 Sales of Smartphones by Screen Size: % Retail Volume 2021-2024
Table 93 NBO Company Shares of Mobile Phones: % Volume 2020-2024

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Table 94 LBN Brand Shares of Mobile Phones: % Volume 2021-2024

Table 95 Distribution of Mobile Phones by Channel: % Volume 2019-2024

Table 96 Forecast Sales of Mobile Phones by Category: Volume 2024-2029

Table 97 □Forecast Sales of Mobile Phones by Category: Value 2024-2029

Table 98 □Forecast Sales of Mobile Phones by Category: % Volume Growth 2024-2029

Table 99 □Forecast Sales of Mobile Phones by Category: % Value Growth 2024-2029

Table 100 □Forecast Sales of Smartphones by Screen Size: % Retail Volume 2024-2029

WEARABLE ELECTRONICS IN POLAND

KEY DATA FINDINGS

2024 DEVELOPMENTS

Soaring volume sales in 2024

Design key focus of innovation

Premium brands continue to lead

PROSPECTS AND OPPORTUNITIES

Continuing focus on innovation

Increasing competition over forecast period

Collaboration between wearable technology companies and healthcare providers to enable seamless data sharing

CATEGORY DATA

Table 101 Sales of Wearable Electronics by Category: Volume 2019-2024

Table 102 Sales of Wearable Electronics by Category: Value 2019-2024

Table 103 Sales of Wearable Electronics by Category: % Volume Growth 2019-2024

Table 104 Sales of Wearable Electronics by Category: % Value Growth 2019-2024

Table 105 NBO Company Shares of Wearable Electronics: % Volume 2020-2024

Table 106 LBN Brand Shares of Wearable Electronics: % Volume 2021-2024

Table 107 Distribution of Wearable Electronics by Channel: % Volume 2019-2024

Table 108 Forecast Sales of Wearable Electronics by Category: Volume 2024-2029

Table 109 Forecast Sales of Wearable Electronics by Category: Value 2024-2029

Table 110 □Forecast Sales of Wearable Electronics by Category: % Volume Growth 2024-2029

Table 111 □Forecast Sales of Wearable Electronics by Category: % Value Growth 2024-2029

HEADPHONES IN POLAND

KEY DATA FINDINGS

2024 DEVELOPMENTS

Healthy volume growth in 2024

Top players lose volume share

E-commerce increasingly important channel

PROSPECTS AND OPPORTUNITIES

Continuing growth for TWS earbuds over forecast period

Value growth likely to be affected by slowdown in price increases

Performance of smartphones influences that of headphones

CATEGORY DATA

Table 112 Sales of Headphones by Category: Volume 2019-2024

Table 113 Sales of Headphones by Category: Value 2019-2024

Table 114 Sales of Headphones by Category: % Volume Growth 2019-2024

Table 115 Sales of Headphones by Category: % Value Growth 2019-2024

Table 116 NBO Company Shares of Headphones: % Volume 2020-2024

Table 117 LBN Brand Shares of Headphones: % Volume 2021-2024

Table 118 Distribution of Headphones by Channel: % Volume 2019-2024

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Table 119 Forecast Sales of Headphones by Category: Volume 2024-2029

Table 120 Forecast Sales of Headphones by Category: Value 2024-2029

Table 121 □Forecast Sales of Headphones by Category: % Volume Growth 2024-2029

Table 122 □Forecast Sales of Headphones by Category: % Value Growth 2024-2029

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