

Consumer Appliances in Poland

Market Direction | 2025-01-10 | 119 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €2675.00
- Multiple User License (1 Site) €5350.00
- Multiple User License (Global) €8025.00

Report description:

Consumer appliances in Poland witnessed a solid rebound in retail volume sales over 2024, following a year of decline in 2023 when many households struggled with high costs of living. Whilst consumer confidence remains weak and financing costs are high in 2024, there are indications of a gradual stabilisation in inflation rates, which has supported a recovery in consumer spending. Categories showing moderate volume growth are benefiting from stronger demand for multifunctional appliances as well...

Euromonitor International's Consumer Appliances in Poland report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2020-2024, 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, format trends or distribution issues. Forecasts to 2029 illustrate how the market is set to change.

Product coverage: Major Appliances, Small Appliances.

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 Appliances 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.

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Table of Contents:

Consumer Appliances in Poland
Euromonitor International
January 2025

List Of Contents And Tables

CONSUMER APPLIANCES IN POLAND

EXECUTIVE SUMMARY

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

MARKET INDICATORS

Table 1 Household Penetration of Selected Total Stock Consumer Appliances by Category 2019-2025
Table 2 Replacement Cycles of Consumer Appliances by Category 2019-2025

MARKET DATA

Table 3 Sales of Consumer Appliances by Category: Volume 2019-2024
Table 4 Sales of Consumer Appliances by Category: Value 2019-2024
Table 5 Sales of Consumer Appliances by Category: % Volume Growth 2019-2024
Table 6 Sales of Consumer Appliances by Category: % Value Growth 2019-2024
Table 7 Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2019-2024
Table 8 Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2019-2024
Table 9 Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2019-2024
Table 10 □Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2019-2024
Table 11 □Sales of Small Appliances by Category: Volume 2019-2024
Table 12 □Sales of Small Appliances by Category: Value 2019-2024
Table 13 □Sales of Small Appliances by Category: % Volume Growth 2019-2024
Table 14 □Sales of Small Appliances by Category: % Value Growth 2019-2024
Table 15 □NBO Company Shares of Major Appliances: % Volume 2020-2024
Table 16 □LBN Brand Shares of Major Appliances: % Volume 2021-2024
Table 17 □NBO Company Shares of Small Appliances: % Volume 2020-2024
Table 18 □LBN Brand Shares of Small Appliances: % Volume 2021-2024
Table 19 □Distribution of Major Appliances by Format: % Volume 2019-2024
Table 20 □Distribution of Small Appliances by Format: % Volume 2019-2024
Table 21 □Forecast Sales of Consumer Appliances by Category: Volume 2024-2029
Table 22 □Forecast Sales of Consumer Appliances by Category: Value 2024-2029
Table 23 □Forecast Sales of Consumer Appliances by Category: % Volume Growth 2024-2029
Table 24 □Forecast Sales of Consumer Appliances by Category: % Value Growth 2024-2029
Table 25 □Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2024-2029
Table 26 □Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2024-2029
Table 27 □Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2024-2029
Table 28 □Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2024-2029
Table 29 □Forecast Sales of Small Appliances by Category: Volume 2024-2029
Table 30 □Forecast Sales of Small Appliances by Category: Value 2024-2029
Table 31 □Forecast Sales of Small Appliances by Category: % Volume Growth 2024-2029

Scotts International. EU Vat number: PL 6772247784

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

Table 32 □Forecast Sales of Small Appliances by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 Research Sources

REFRIGERATION APPLIANCES IN POLAND

KEY DATA FINDINGS

2024 DEVELOPMENTS

Volume sales rebound in refrigeration appliances

Energy efficient labelling is compulsory for manufacturers

Built-in refrigeration appliances boosted by state-funded low mortgage rates

PROSPECTS AND OPPORTUNITIES

Gloomy outlook for refrigeration appliances

E-commerce channel to expand its position in refrigeration appliances

Smart technology and AI innovations will drive consumer interest

CATEGORY DATA

Table 33 Sales of Refrigeration Appliances by Category: Volume 2019-2024

Table 34 Sales of Refrigeration Appliances by Category: Value 2019-2024

Table 35 Sales of Refrigeration Appliances by Category: % Volume Growth 2019-2024

Table 36 Sales of Refrigeration Appliances by Category: % Value Growth 2019-2024

Table 37 Sales of Freezers by Format: % Volume 2019-2024

Table 38 Sales of Freezers by Volume Capacity: % Volume 2019-2024

Table 39 Sales of Fridge Freezers by Format: % Volume 2019-2024

Table 40 Sales of Fridge Freezers by Volume Capacity: % Volume 2019-2024

Table 41 Sales of Fridge Freezers by Smart Appliances: % Volume 2020-2024

Table 42 □Sales of Fridges by Volume Capacity: % Volume 2019-2024

Table 43 □NBO Company Shares of Refrigeration Appliances: % Volume 2020-2024

Table 44 □LBN Brand Shares of Refrigeration Appliances: % Volume 2021-2024

Table 45 □NBO Company Shares of Built-in Fridge Freezers: % Volume 2020-2024

Table 46 □NBO Company Shares of Freestanding Fridge Freezers: % Volume 2020-2024

Table 47 □NBO Company Shares of Built-in Fridges: % Volume 2020-2024

Table 48 □NBO Company Shares of Freestanding Fridges: % Volume 2020-2024

Table 49 □Distribution of Refrigeration Appliances by Format: % Volume 2019-2024

Table 50 □Production of Refrigeration Appliances: Total Volume 2019-2024

Table 51 □Forecast Sales of Refrigeration Appliances by Category: Volume 2024-2029

Table 52 □Forecast Sales of Refrigeration Appliances by Category: Value 2024-2029

Table 53 □Forecast Sales of Refrigeration Appliances by Category: % Volume Growth 2024-2029

Table 54 □Forecast Sales of Refrigeration Appliances by Category: % Value Growth 2024-2029

HOME LAUNDRY APPLIANCES IN POLAND

KEY DATA FINDINGS

2024 DEVELOPMENTS

Rebound in volume sales as the economy improves

Urban dwellers seek convenience and energy efficiency

Locals are drawn to appliances offering water and energy efficiency

PROSPECTS AND OPPORTUNITIES

Premium segment has good growth potential as economy improves

Automatic dryers to post solid growth to support small housing units

Competitive threat puts bigger focus on product innovation

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

CATEGORY DATA

Table 55 Sales of Home Laundry Appliances by Category: Volume 2019-2024

Table 56 Sales of Home Laundry Appliances by Category: Value 2019-2024

Table 57 Sales of Home Laundry Appliances by Category: % Volume Growth 2019-2024

Table 58 Sales of Home Laundry Appliances by Category: % Value Growth 2019-2024

Table 59 Sales of Automatic Washer Dryers by Smart Appliances: % Volume 2019-2024

Table 60 Sales of Automatic Washing Machines by Format: % Volume 2019-2024

Table 61 Sales of Automatic Washing Machines by Volume Capacity: % Volume 2019-2024

Table 62 Sales of Automatic Washing Machines by Smart Appliances: % Volume 2020-2024

Table 63 NBO Company Shares of Home Laundry Appliances: % Volume 2020-2024

Table 64 LBN Brand Shares of Home Laundry Appliances: % Volume 2021-2024

Table 65 Distribution of Home Laundry Appliances by Format: % Volume 2019-2024

Table 66 Production of Home Laundry Appliances: Total Volume 2019-2024

Table 67 Forecast Sales of Home Laundry Appliances by Category: Volume 2024-2029

Table 68 Forecast Sales of Home Laundry Appliances by Category: Value 2024-2029

Table 69 Forecast Sales of Home Laundry Appliances by Category: % Volume Growth 2024-2029

Table 70 Forecast Sales of Home Laundry Appliances by Category: % Value Growth 2024-2029

DISHWASHERS IN POLAND

KEY DATA FINDINGS

2024 DEVELOPMENTS

Rising household penetration of dishwashers

Built-in dishwashers register strong volume growth

Urban living drives demand for slimline models

PROSPECTS AND OPPORTUNITIES

Household penetration is set to rise considerably

Smart models offering added value are to be rolled out

Sustainability focus to deliver more energy and water efficient appliances

CATEGORY DATA

Table 71 Sales of Dishwashers by Category: Volume 2019-2024

Table 72 Sales of Dishwashers by Category: Value 2019-2024

Table 73 Sales of Dishwashers by Category: % Volume Growth 2019-2024

Table 74 Sales of Dishwashers by Category: % Value Growth 2019-2024

Table 75 Sales of Dishwashers by Format: % Volume 2019-2024

Table 76 Sales of Dishwashers by Smart Appliances: % Volume 2020-2024

Table 77 NBO Company Shares of Dishwashers: % Volume 2020-2024

Table 78 LBN Brand Shares of Dishwashers: % Volume 2021-2024

Table 79 Distribution of Dishwashers by Format: % Volume 2019-2024

Table 80 Production of Dishwashers: Total Volume 2019-2024

Table 81 Forecast Sales of Dishwashers by Category: Volume 2024-2029

Table 82 Forecast Sales of Dishwashers by Category: Value 2024-2029

Table 83 Forecast Sales of Dishwashers by Category: % Volume Growth 2024-2029

Table 84 Forecast Sales of Dishwashers by Category: % Value Growth 2024-2029

LARGE COOKING APPLIANCES IN POLAND

KEY DATA FINDINGS

2024 DEVELOPMENTS

Induction hobs are preferred for safety features

Consumers are drawn to multifunctional ovens

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Hobs with integrated hoods gain popularity

PROSPECTS AND OPPORTUNITIES

Challenging outlook for large cooking appliances

Sustainable and customisable features to gain popularity

Range cookers to lose ground

CATEGORY DATA

Table 85 Sales of Large Cooking Appliances by Category: Volume 2019-2024

Table 86 Sales of Large Cooking Appliances by Category: Value 2019-2024

Table 87 Sales of Large Cooking Appliances by Category: % Volume Growth 2019-2024

Table 88 Sales of Large Cooking Appliances by Category: % Value Growth 2019-2024

Table 89 Sales of Built-in Hobs by Format: % Volume 2019-2024

Table 90 Sales of Ovens by Smart Appliances: % Volume 2020-2024

Table 91 NBO Company Shares of Large Cooking Appliances: % Volume 2020-2024

Table 92 LBN Brand Shares of Large Cooking Appliances: % Volume 2021-2024

Table 93 NBO Company Shares of Built-in Hobs: % Volume 2020-2024

Table 94 □NBO Company Shares of Ovens: % Volume 2020-2024

Table 95 □NBO Company Shares of Cooker Hoods: % Volume 2020-2024

Table 96 □NBO Company Shares of Built-in Cooker Hoods: % Volume 2020-2024

Table 97 □NBO Company Shares of Freestanding Cooker Hoods: % Volume 2020-2024

Table 98 □NBO Company Shares of Cookers: % Volume 2020-2024

Table 99 □NBO Company Shares of Range Cookers: % Volume 2020-2024

Table 100 □Distribution of Large Cooking Appliances by Format: % Volume 2019-2024

Table 101 □Production of Large Cooking Appliances: Total Volume 2019-2024

Table 102 □Forecast Sales of Large Cooking Appliances by Category: Volume 2024-2029

Table 103 □Forecast Sales of Large Cooking Appliances by Category: Value 2024-2029

Table 104 □Forecast Sales of Large Cooking Appliances by Category: % Volume Growth 2024-2029

Table 105 □Forecast Sales of Large Cooking Appliances by Category: % Value Growth 2024-2029

MICROWAVES IN POLAND

KEY DATA FINDINGS

2024 DEVELOPMENTS

Limited volume growth in microwaves

Built-in microwaves outpace standard models

Multifunctional trends are notable in microwaves

PROSPECTS AND OPPORTUNITIES

Health and convenience will drive appeal of microwaves

Smaller households to fuel demand for multifunctional microwaves

Innovation likely to remain a key marketing tool for attracting the attention of consumers

CATEGORY DATA

Table 106 Sales of Microwaves by Category: Volume 2019-2024

Table 107 Sales of Microwaves by Category: Value 2019-2024

Table 108 Sales of Microwaves by Category: % Volume Growth 2019-2024

Table 109 Sales of Microwaves by Category: % Value Growth 2019-2024

Table 110 Sales of Microwaves by Smart Appliances: % Volume 2020-2024

Table 111 NBO Company Shares of Microwaves: % Volume 2020-2024

Table 112 LBN Brand Shares of Microwaves: % Volume 2021-2024

Table 113 Distribution of Microwaves by Format: % Volume 2019-2024

Table 114 Production of Microwaves: Total Volume 2019-2024

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Table 115 □Forecast Sales of Microwaves by Category: Volume 2024-2029

Table 116 □Forecast Sales of Microwaves by Category: Value 2024-2029

Table 117 □Forecast Sales of Microwaves by Category: % Volume Growth 2024-2029

Table 118 □Forecast Sales of Microwaves by Category: % Value Growth 2024-2029

FOOD PREPARATION APPLIANCES IN POLAND

KEY DATA FINDINGS

2024 DEVELOPMENTS

Buoyant performance of food preparation appliances

Food processors witness strong growth

Juice extractors continue to readjust following pandemic boost

PROSPECTS AND OPPORTUNITIES

Healthy living to fuel category development

Smart technology to become better integrated

Consumers to trade up to enhanced features

CATEGORY DATA

Table 119 Sales of Food Preparation Appliances by Category: Volume 2019-2024

Table 120 Sales of Food Preparation Appliances by Category: Value 2019-2024

Table 121 Sales of Food Preparation Appliances by Category: % Volume Growth 2019-2024

Table 122 Sales of Food Preparation Appliances by Category: % Value Growth 2019-2024

Table 123 NBO Company Shares of Food Preparation Appliances: % Volume 2020-2024

Table 124 LBN Brand Shares of Food Preparation Appliances: % Volume 2021-2024

Table 125 Distribution of Food Preparation Appliances by Format: % Volume 2019-2024

Table 126 Forecast Sales of Food Preparation Appliances by Category: Volume 2024-2029

Table 127 Forecast Sales of Food Preparation Appliances by Category: Value 2024-2029

Table 128 □Forecast Sales of Food Preparation Appliances by Category: % Volume Growth 2024-2029

Table 129 □Forecast Sales of Food Preparation Appliances by Category: % Value Growth 2024-2029

SMALL COOKING APPLIANCES IN POLAND

KEY DATA FINDINGS

2024 DEVELOPMENTS

Convenience and versatility drive appeal of small consumer appliances

Strong rebound in demand for coffee machines

Air fryers and electric steamers are popular with health-conscious consumers

PROSPECTS AND OPPORTUNITIES

Bright outlook for small cooking appliances

Smart technology is set to expand in coffee machines

Smaller urban households require flexible cooking appliances

CATEGORY DATA

Table 130 Sales of Small Cooking Appliances by Category: Volume 2019-2024

Table 131 Sales of Small Cooking Appliances by Category: Value 2019-2024

Table 132 Sales of Small Cooking Appliances by Category: % Volume Growth 2019-2024

Table 133 Sales of Small Cooking Appliances by Category: % Value Growth 2019-2024

Table 134 Sales of Freestanding Hobs by Format: % Volume 2019-2024

Table 135 NBO Company Shares of Small Cooking Appliances: % Volume 2020-2024

Table 136 LBN Brand Shares of Small Cooking Appliances: % Volume 2021-2024

Table 137 Distribution of Small Cooking Appliances by Format: % Volume 2019-2024

Table 138 Forecast Sales of Small Cooking Appliances by Category: Volume 2024-2029

Table 139 □Forecast Sales of Small Cooking Appliances by Category: Value 2024-2029

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Table 140 □Forecast Sales of Small Cooking Appliances by Category: % Volume Growth 2024-2029

Table 141 □Forecast Sales of Small Cooking Appliances by Category: % Value Growth 2024-2029

VACUUM CLEANERS IN POLAND

KEY DATA FINDINGS

2024 DEVELOPMENTS

Stick vacuum cleaners register double-digit volume growth

Robotic vacuum cleaners are gaining appeal

Cylinder vacuum cleaners face steep declines

PROSPECTS AND OPPORTUNITIES

Stick vacuum cleaners will see dynamic growth

Smart models will enable robotic vacuums to shine

Strong focus on innovation and energy-efficiency

CATEGORY DATA

Table 142 Sales of Vacuum Cleaners by Category: Volume 2019-2024

Table 143 Sales of Vacuum Cleaners by Category: Value 2019-2024

Table 144 Sales of Vacuum Cleaners by Category: % Volume Growth 2019-2024

Table 145 Sales of Vacuum Cleaners by Category: % Value Growth 2019-2024

Table 146 Sales of Robotic Vacuum Cleaners by Smart Appliances: % Volume 2020-2024

Table 147 NBO Company Shares of Vacuum Cleaners: % Volume 2020-2024

Table 148 LBN Brand Shares of Vacuum Cleaners: % Volume 2021-2024

Table 149 Distribution of Vacuum Cleaners by Format: % Volume 2019-2024

Table 150 Forecast Sales of Vacuum Cleaners by Category: Volume 2024-2029

Table 151 □Forecast Sales of Vacuum Cleaners by Category: Value 2024-2029

Table 152 □Forecast Sales of Vacuum Cleaners by Category: % Volume Growth 2024-2029

Table 153 □Forecast Sales of Vacuum Cleaners by Category: % Value Growth 2024-2029

PERSONAL CARE APPLIANCES IN POLAND

KEY DATA FINDINGS

2024 DEVELOPMENTS

Personal care appliances register solid volume growth

Philips Polska Sp retains overall lead in hair care appliances

Retail e-commerce grows at steady pace

PROSPECTS AND OPPORTUNITIES

Personal hygiene and grooming needs to fuel category growth

Smart technologies to bring new customised features

Sustainable appliances will entice consumers

CATEGORY DATA

Table 154 Sales of Personal Care Appliances by Category: Volume 2019-2024

Table 155 Sales of Personal Care Appliances by Category: Value 2019-2024

Table 156 Sales of Personal Care Appliances by Category: % Volume Growth 2019-2024

Table 157 Sales of Personal Care Appliances by Category: % Value Growth 2019-2024

Table 158 Sales of Body Shavers by Format: % Volume 2019-2024

Table 159 Sales of Hair Care Appliances by Format: % Volume 2019-2024

Table 160 NBO Company Shares of Personal Care Appliances 2020-2024

Table 161 LBN Brand Shares of Personal Care Appliances 2021-2024

Table 162 Distribution of Personal Care Appliances by Format: % Volume 2019-2024

Table 163 □Forecast Sales of Personal Care Appliances by Category: Volume 2024-2029

Table 164 □Forecast Sales of Personal Care Appliances by Category: Value 2024-2029

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Table 165	□Forecast Sales of Personal Care Appliances by Category: % Volume Growth 2024-2029
Table 166	□Forecast Sales of Personal Care Appliances by Category: % Value Growth 2024-2029
AIR TREATMENT PRODUCTS IN POLAND	
KEY DATA FINDINGS	
2024 DEVELOPMENTS	
Cooling fans witness dynamic volume growth	
Urbanisation and rising temperatures drive sales	
Consumers turn to discounters for air treatment solutions	
PROSPECTS AND OPPORTUNITIES	
Sustainable features to become more integral to purchasing decisions	
Smart air treatment devices face buoyant sales performance	
Consumers to seek multi-functional air treatment products	
CATEGORY DATA	
Table 167	Sales of Air Treatment Products by Category: Volume 2019-2024
Table 168	Sales of Air Treatment Products by Category: Value 2019-2024
Table 169	Sales of Air Treatment Products by Category: % Volume Growth 2019-2024
Table 170	Sales of Air Treatment Products by Category: % Value Growth 2019-2024
Table 171	Sales of Air Conditioners by Smart Appliances: % Volume 2020-2024
Table 172	NBO Company Shares of Air Treatment Products: % Volume 2020-2024
Table 173	LBN Brand Shares of Air Treatment Products: % Volume 2021-2024
Table 174	Distribution of Air Treatment Products by Format: % Volume 2019-2024
Table 175	Production of Air Conditioners: Total Volume 2019-2024
Table 176	□Forecast Sales of Air Treatment Products by Category: Volume 2024-2029
Table 177	□Forecast Sales of Air Treatment Products by Category: Value 2024-2029
Table 178	□Forecast Sales of Air Treatment Products by Category: % Volume Growth 2024-2029
Table 179	□Forecast Sales of Air Treatment Products by Category: % Value Growth 2024-2029

Consumer Appliances in Poland

Market Direction | 2025-01-10 | 119 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	€2675.00
	Multiple User License (1 Site)	€5350.00
	Multiple User License (Global)	€8025.00
		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	2025-06-26
		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