

Appliances and Electronics Specialists in Poland

March 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Economic slowdown and high inflation subdue sales of appliances and electronic specialists

The channel is increasingly characterised by large chains

Large chains such as Media Expert consolidate their positions in the channel

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Growing demand for housing loans boost sales of appliances and electronics

Outlet numbers continue declining as more purchases move online

Chinese company JD.com considers entry to European markets

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