



Euromonitor
International

Consumer Appliances in Poland

February 2026

Table of Contents

Consumer Appliances in Poland

EXECUTIVE SUMMARY

Moderate growth in consumer appliances

KEY DATA FINDINGS

Chart 1 - Key Trends 2025

Chart 2 - Analyst Insight

INDUSTRY PERFORMANCE

Strong demand for energy-efficient appliances drives sales growth

Home laundry appliances dominate market share

Air conditioners see dynamic growth due to multifunctionality

Chart 3 - Fersk Vind 2 WiFi HEPA brings 4-in-1 climate control to compact spaces

WHAT'S NEXT?

Consumers prioritise energy efficiency and smart technology

Smart and AI-powered features reshape product design

Chart 4 - LG debuts Artcool AI Air and DUALCOOL AI Air with intelligent occupant sensing

Innovation drives growth in key subcategories

Chart 5 - Growth Decomposition of Consumer Appliances 2024-2029

COMPETITIVE LANDSCAPE

BSH and Groupe SEB lead market with diverse portfolios

Emerging players and innovation drive market dynamics

CHANNELS

Appliance and electronics specialists lead distribution channel

E-commerce grows rapidly with competitive pricing and convenience

PRODUCTS

Innovation fuels market expansion

Chart 6 - Real GDP Growth and Inflation 2020-2030

Chart 7 - PEST Analysis in Poland 2025

CONSUMER CONTEXT

Chart 8 - Key Insights on Consumers in Poland 2025

Chart 9 - Consumer Landscape in Poland 2025

COUNTRY REPORTS DISCLAIMER

SOURCES

Summary 1 - Research Sources

Dishwashers in Poland

KEY DATA FINDINGS

2025 DEVELOPMENTS

Players entice households with advanced dishwasher features

Chart 10 - Key Trends 2025

Chart 11 - Analyst Insight

INDUSTRY PERFORMANCE

Time-saving and eco-friendly dishwashers drives moderate growth

Chart 12 - Miele brings A-class efficiency to built-in dishwashers with the 2025 G 5000

Convenience and customisation drive innovative dishwasher designs

Chart 13 - Whirlpool launches Spin&Load 360° lower rack for inclusive, effortless loading

Smart and AI-powered features revolutionise dishwashing

Chart 14 - Samsung Bespoke AI Dishwasher brings intelligent, resource-saving wash cycles

WHAT'S NEXT?

Manufacturers invest in eco-friendly and smart technologies

Built-in dishwashers maintain dominance with smart features

Rising household penetration to boost sales growth

COMPETITIVE LANDSCAPE

BSH and Beko lead with innovation and promotions

Shifts in competitive landscape following acquisition

CHANNELS

Appliance and electronics specialists drive offline sales

E-commerce gains traction with fast delivery and financing

COUNTRY REPORTS DISCLAIMER

[Home Laundry Appliances in Poland](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Improved purchasing power drives demand for sophisticated appliances

Chart 15 - Key Trends 2025

Chart 16 - Analyst Insight

INDUSTRY PERFORMANCE

Slowing inflation boosts consumer spending on home laundry appliances

Samsung drives energy efficiency with innovative dryer technology

Chart 17 - Samsung Launches 16kg Heat Pump Dryer Focused On Energy-Efficient Laundry

AI-powered features and compact design drive premium growth

Chart 18 - Klarstein Launches Compact 6kg Condenser Dryer Targeting Small Urban Households

WHAT'S NEXT?

Sustainability and technology drive future growth

Automatic washing machines remain dominant, dryers gain traction

Innovation to shape business strategies

COMPETITIVE LANDSCAPE

Samsung and LG maintain lead through innovation and efficiency

CHANNELS

Appliances and electronics specialists drive offline sales

Retail e-commerce complements offline sales

PRODUCTS

LG and Klarstein lead innovation with AI and compact designs

Chart 19 - LG Launches AI DD Washing Machine in Poland with Smart Fabric Recognition

COUNTRY REPORTS DISCLAIMER

Large Cooking Appliances in Poland

KEY DATA FINDINGS

2025 DEVELOPMENTS

Polish households invest in premium energy-efficient appliances

Chart 20 - Key Trends 2025

Chart 21 - Analyst Insight

INDUSTRY PERFORMANCE

Energy efficiency drives value sales growth

Chart 22 - Whirlpool Launches WL B4060 CPNE Induction Hob in Poland with Energy-Saving Feature

Smart and AI-powered technology elevates cooking experience

Chart 23 - Bosch Launches AI-powered Series 8 Smart Oven in Poland with Camera-Driven Cooking

Convenience and customisation drive demand for modular solutions

Chart 24 - BORA Introduces X Pure Induction Hob with Integrated Downdraft in Poland

WHAT'S NEXT?

Consumers to prioritise energy efficiency

Premiumisation trend to gain traction

Smart features and customisation drive future growth

COMPETITIVE LANDSCAPE

Highly concentrated market led by Amica SA

CHANNELS

Appliances and electronics specialists drive offline sales

Retail e-commerce gains traction with competitive pricing

COUNTRY REPORTS DISCLAIMER

Microwaves in Poland

KEY DATA FINDINGS

2025 DEVELOPMENTS

Premiumisation trend reflects strong demand for sophisticated microwaves

Chart 25 - Key Trends 2025

Chart 26 - Analyst Insight

INDUSTRY PERFORMANCE

Rising demand for premium models drives sales growth

Innovative features drive value sales growth through premiumisation

Chart 27 - Amica Debuts AMMB25E2SGVB Q-TYPE Built-In Microwave with Sensor Controls

Multi-functional innovations drive sales

Chart 28 - Midea Rolls Out MSO25H 4-in-1 Microwave with Air Fry, Steam, Grill & Auto-Menu

WHAT'S NEXT?

Rising demand for multifunctional and smart microwaves

Innovative features and sustainability to shape industry growth

COMPETITIVE LANDSCAPE

Samsung Electronics and Amica lead in moderately concentrated landscape

Innovative products and distribution drive market leadership

CHANNELS

Electronics specialists lead sales with strong nationwide networks
E-commerce gains traction with wider product choice and promotions

PRODUCTS

Innovative launches showcase advanced features and versatility
Chart 29 - Samsung Launches Built-In Microwave with Multi-Function Cooking and Smart

COUNTRY REPORTS DISCLAIMER

[Refrigeration Appliances in Poland](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Slower growth powered by demand for premium appliances
Chart 30 - Key Trends 2025
Chart 31 - Analyst Insight

INDUSTRY PERFORMANCE

Smart features drive premiumisation and sales growth
Designs shift to compact and multi-functional appliances
Chart 32 - LG Introduces MoodUP InstaView Refrigerator with Wine Zone
Dynamic growth in electric wine coolers/chillers subcategory
Chart 33 - Samsung Launches AI-powered Multidoor Fridge with Smart Vision and Home Integration
Chart 34 - Samsung debuts energy-smart Combi fridge with AI Energy Mode in Poland

WHAT'S NEXT?

Consumers prioritise energy efficiency and premium features
Fridge freezers remain dominant as niche categories grow from a low base
AI-powered multifunctionality and premiumisation drive sales

COMPETITIVE LANDSCAPE

International players lead Poland's refrigeration appliances market

CHANNELS

Appliances and electronics specialists drive offline sales
Retail e-commerce gains traction with competitive pricing

COUNTRY REPORTS DISCLAIMER

[Air Conditioners in Poland](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Urbanisation and rising incomes drives sales growth
Chart 35 - Key Trends 2025
Chart 36 - Analyst Insight

INDUSTRY PERFORMANCE

Urbanisation and income drive air conditioner demand
Innovative products drive value sales growth
Chart 37 - Fersk Debuts Fersk Vind?2 WiFi?HEPA Portable Air Conditioner with 5-in-1 function
Chart 38 - Gree Unveils New AI-Enabled Air Conditioner Series Featuring Self-Cleaning and Nano-F

Sustainability drives innovation in product design and functionality

Chart 39 - GREE Launches R32 Mini-Split Systems with High SEER2 Efficiency

WHAT'S NEXT?

Consumers drive demand for energy-efficient and multifunctional air conditioners

Split air conditioners to maintain dominance with energy efficiency

Smart features to become standard in air conditioners

COMPETITIVE LANDSCAPE

Gree and LG maintain lead through product versatility and innovation

CHANNELS

Appliance and electronics specialists drive air conditioner sales

Retail e-commerce plays a limited role in air conditioner sales

COUNTRY REPORTS DISCLAIMER

[Heat Pumps in Poland](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Sustainability and premiumisation drive category growth

Chart 40 - Key Trends 2025

Chart 41 - Analyst Insight

INDUSTRY PERFORMANCE

Growth driven by premiumisation and policy incentives

Chart 42 - Bosch Unveils Premium Inverter Ducted Split (IDS) Heat Pump Line in Poland

Sustainability drives innovation in heat pump design

Growing focus on eco-friendly innovations

Chart4 Gree - Showcases Ultra-Low Temperature and R290 Eco-friendly Heat Pump Technologies

Chart 43 - Aira Expands Polish Production to Boost Sustainable Heat Pump Supply

WHAT'S NEXT?

Government policy and eu regulations drive growth

Air source heat pumps remain dominant

Premiumisation and technological advances shape future

COMPETITIVE LANDSCAPE

Established players maintain lead amidst regulatory changes

CHANNELS

Installers drive heat pump sales with professional services

E-commerce gains traction with competitive pricing and wider choice

COUNTRY REPORTS DISCLAIMER

[Food Preparation Appliances in Poland](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Multi-functionality and healthier living drives demand

Chart 44 - Key Trends 2025

Chart 45 - Analyst Insight

INDUSTRY PERFORMANCE

Urban households drive demand amid rising incomes

BlendyGo and Vorwerk lead with innovative product launches

Chart 46 - BlendyGo Launches Cordless Portable Blender in Poland, Driving On-the-Go Convenience

Health and wellness focus stimulates demand for key appliances

Chart 47 - Nutribullet debuts ultra plus+ compact kitchen system in Poland to elevate healthy ho

Multi-functionality and compact design drive premiumisation

Chart 48 - Vorwerk Launches Thermomix TM7 Multi-Functional Kitchen Robot in Poland

WHAT'S NEXT?

Rising incomes and health trends boost appliance sales

Blenders maintain largest share as consumers seek versatility

Innovative launches drive growth through health and convenience

COMPETITIVE LANDSCAPE

Bosch maintains lead with broad portfolio and innovation

CHANNELS

Appliances and electronics specialists lead retail sales

COUNTRY REPORTS DISCLAIMER

[Personal Care Appliances in Poland](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Urban lifestyles and wellness trends drive sales

Chart 49 - Key Trends 2025

Chart 50 - Analyst Insight

INDUSTRY PERFORMANCE

Health and wellness focus drives value growth

Innovative marketing strategies capture consumer interest

Chart 51 - Electric Cupping Massagers Enjoy Mainstream At-home Wellness in Personal care

Multi-functionality drives innovation in compact and cordless devices

Chart 52 - Sencor Pushes Cordless Auto-Curler SHS 0930RS in Poland

Chart 53 - Philips Debuts USB-C Cordless OneBlade Pocket Pro trimmer in Poland

WHAT'S NEXT?

Consumers drive premiumisation with wellness-focused purchases

Sustainability and repairability to become key differentiators

E-commerce and omnichannel retail redefines the shopping experience

COMPETITIVE LANDSCAPE

CHANNELS

Electronics specialists lead with omnichannel retail dominance

Retail e-commerce gains traction in hair styling and grooming

COUNTRY REPORTS DISCLAIMER

[Small Cooking Appliances in Poland](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Moderate value growth for small cooking appliances

Chart 54 - Key Trends 2025

Chart 55 - Analyst Insight

INDUSTRY PERFORMANCE

Multi-functionality drives sales growth despite economic pressures

Ninja and Transa gain traction with versatile and innovative products

Chart 56 - Ninja Launches Double Stack XL Air Fryer in Poland with Space-Saving Dual Drawers

Health and wellness drives innovation in appliance design

Chart 57 - R-Tech Launches Food Cleaner DUO for Healthier Kitchens

WHAT'S NEXT?

Consumers drive growth with multi-functional and compact appliances

European Union sustainability regulations reshape product design

Innovative product launches drive market share in a competitive landscape

COMPETITIVE LANDSCAPE

New brands emerge in highly concentrated market

Product innovations reshape market dynamics

Chart 58 - Transa Debuts Affordable Heated-Bowl Planetary Mixer

CHANNELS

Electronics specialists lead sales with strong nationwide presence

COUNTRY REPORTS DISCLAIMER

[Vacuum Cleaners in Poland](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Competition intensifies in vacuum cleaners

Chart 59 - Key Trends 2025

Chart 60 - Analyst Insight

INDUSTRY PERFORMANCE

Cordless models drive growth with energy efficiency

Sustainability drives innovation and sales

Chart 61 - SEBO Launches First Bagless, Energy-Efficient Cordless Vacuum

SharkNinja Momentum drives innovation and sales

WHAT'S NEXT?

Cordless models and sustainability drive future growth

Robotic vacuum cleaners to gain significant traction

Sustainability and e-commerce shapes the future landscape

COMPETITIVE LANDSCAPE

Leading brands maintain dominance through innovation and distribution

Chart 62 - PURON Launches PU20 Cordless Vacuum with Mop in Poland

Dreame drives innovation with cordless and portable solutions

Chart 63 - Dreame Poland Introduces H15 Pro Cordless Stick Vacuum with Mopping

CHANNELS

Electronics and appliance specialists lead distribution

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/consumer-appliances-in-poland/report.