



Euromonitor
International

Consumer Electronics in Poland

August 2025

Table of Contents

EXECUTIVE SUMMARY

Consumer electronics in 2025: The big picture

2025 key trends

Competitive landscape

Channel developments

What next for consumer electronics?

MARKET DATA

Table 1 - Sales of Consumer Electronics by Category: Volume 2020-2025

Table 2 - Sales of Consumer Electronics by Category: Value 2020-2025

Table 3 - Sales of Consumer Electronics by Category: % Volume Growth 2020-2025

Table 4 - Sales of Consumer Electronics by Category: % Value Growth 2020-2025

Table 5 - NBO Company Shares of Consumer Electronics: % Volume 2021-2025

Table 6 - LBN Brand Shares of Consumer Electronics: % Volume 2022-2025

Table 7 - Distribution of Consumer Electronics by Channel: % Volume 2020-2025

Table 8 - Forecast Sales of Consumer Electronics by Category: Volume 2025-2030

Table 9 - Forecast Sales of Consumer Electronics by Category: Value 2025-2030

Table 10 - Forecast Sales of Consumer Electronics by Category: % Volume Growth 2025-2030

Table 11 - Forecast Sales of Consumer Electronics by Category: % Value Growth 2025-2030

DISCLAIMER

SOURCES

Summary 1 - Research Sources

Computers and Peripherals in Poland

KEY DATA FINDINGS

2025 DEVELOPMENTS

Low level growth as sales are challenged by lower discretionary spending

Lenovo Technology BV strengthens its lead in computers and peripheral

Retail e-commerce leads distribution, increase its share to be the most dynamic channel

PROSPECTS AND OPPORTUNITIES

Retail volume sales are set to decline as the market matures

AI, sustainability and connectivity is expected to shape the next phase of product development

Hybrid devices and modular solutions are set to lead innovation

CATEGORY DATA

Table 12 - Sales of Computers and Peripherals by Category: Volume 2020-2025

Table 13 - Sales of Computers and Peripherals by Category: Value 2020-2025

Table 14 - Sales of Computers and Peripherals by Category: % Volume Growth 2020-2025

Table 15 - Sales of Computers and Peripherals by Category: % Value Growth 2020-2025

Table 16 - Sales of Computers by Category: Business Volume 2020-2025

Table 17 - Sales of Computers by Category: Business Value MSP 2020-2025

Table 18 - Sales of Computers by Category: Business Volume Growth 2020-2025

Table 19 - Sales of Computers by Category: Business Value MSP Growth 2020-2025

Table 20 - NBO Company Shares of Computers and Peripherals: % Volume 2021-2025

Table 21 - LBN Brand Shares of Computers and Peripherals: % Volume 2022-2025

Table 22 - Distribution of Computers and Peripherals by Channel: % Volume 2020-2025

Table 23 - Forecast Sales of Computers and Peripherals by Category: Volume 2025-2030

Table 24 - Forecast Sales of Computers and Peripherals by Category: Value 2025-2030
Table 25 - Forecast Sales of Computers and Peripherals by Category: % Volume Growth 2025-2030
Table 26 - Forecast Sales of Computers and Peripherals by Category: % Value Growth 2025-2030
Table 27 - Forecast Sales of Computers by Category: Business Volume 2025-2030
Table 28 - Forecast Sales of Computers by Category: Business Value MSP 2025-2030
Table 29 - Forecast Sales of Computers by Category: Business Volume Growth 2025-2030
Table 30 - Forecast Sales of Computers by Category: Business Value MSP Growth 2025-2030

[In-Car Entertainment in Poland](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

In-car entertainment sales decline amid shifts in consumer behaviour
Pioneer Corp leads in 2025 as value-focused innovation supports its performance
Retail e-commerce records growth, offering competitive pricing and flexible return policies

PROSPECTS AND OPPORTUNITIES

Double-digit decline expected as factory-fitted systems limit growth potential
Innovation will struggle to offset the declining relevance of in-car entertainment
Limited innovation is anticipated, with new products set to focus on niche areas

CATEGORY DATA

Table 31 - Sales of In-Car Entertainment by Category: Volume 2020-2025
Table 32 - Sales of In-Car Entertainment by Category: Value 2020-2025
Table 33 - Sales of In-Car Entertainment by Category: % Volume Growth 2020-2025
Table 34 - Sales of In-Car Entertainment by Category: % Value Growth 2020-2025
Table 35 - NBO Company Shares of In-Car Entertainment: % Volume 2021-2025
Table 36 - LBN Brand Shares of In-Car Entertainment: % Volume 2022-2025
Table 37 - Distribution of In-Car Entertainment by Channel: % Volume 2020-2025
Table 38 - Forecast Sales of In-Car Entertainment by Category: Volume 2025-2030
Table 39 - Forecast Sales of In-Car Entertainment by Category: Value 2025-2030
Table 40 - Forecast Sales of In-Car Entertainment by Category: % Volume Growth 2025-2030
Table 41 - Forecast Sales of In-Car Entertainment by Category: % Value Growth 2025-2030

[Home Audio and Cinema in Poland](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Double-digit decline for home audio and cinema as consumer habits shift
Pioneer Corp retains its lead, while increase its share to become the most dynamic player
Retail e-commerce gains ground, while appliances and electronics specialists remain key for high-end audio

PROSPECTS AND OPPORTUNITIES

Double-digit decline expected as integrated and mobile solutions replace traditional home audio
AI-driven sound and sustainability to set to shape future innovation in home audio
Versatile and accessible audio solutions are set to drive future innovation

CATEGORY DATA

Table 42 - Sales of Home Audio and Cinema by Category: Volume 2020-2025
Table 43 - Sales of Home Audio and Cinema by Category: Value 2020-2025
Table 44 - Sales of Home Audio and Cinema by Category: % Volume Growth 2020-2025
Table 45 - Sales of Home Audio and Cinema by Category: % Value Growth 2020-2025

Table 46 - NBO Company Shares of Home Audio and Cinema: % Volume 2021-2025
Table 47 - LBN Brand Shares of Home Audio and Cinema: % Volume 2022-2025
Table 48 - Distribution of Home Audio and Cinema by Channel: % Volume 2021-2025
Table 49 - Forecast Sales of Home Audio and Cinema by Category: Volume 2025-2030
Table 50 - Forecast Sales of Home Audio and Cinema by Category: Value 2025-2030
Table 51 - Forecast Sales of Home Audio and Cinema by Category: % Volume Growth 2025-2030
Table 52 - Forecast Sales of Home Audio and Cinema by Category: % Value Growth 2025-2030

Home Video in Poland

KEY DATA FINDINGS

2025 DEVELOPMENTS

Home video sales grow, driven by demand for premium televisions
Samsung Electronics Polska Sp retains its lead while TCL and Hisense gain ground
Appliances and electronics specialists lead, while retail e-commerce gains ground

PROSPECTS AND OPPORTUNITIES

A modest decline is expected while OLED TVs will show resilience
AI optimisation and sustainability are expected to be the focus of product innovation
Premium features are expected to become more accessible in home video innovation

CATEGORY DATA

Table 53 - Sales of Home Video by Category: Volume 2020-2025
Table 54 - Sales of Home Video by Category: Value 2020-2025
Table 55 - Sales of Home Video by Category: % Volume Growth 2020-2025
Table 56 - Sales of Home Video by Category: % Value Growth 2020-2025
Table 57 - Sales of LCD TVs by Network Connectivity: % Retail Volume 2020-2025
Table 58 - NBO Company Shares of Home Video: % Volume 2021-2025
Table 59 - LBN Brand Shares of Home Video: % Volume 2022-2025
Table 60 - Distribution of Home Video by Channel: % Volume 2020-2025
Table 61 - Forecast Sales of Home Video by Category: Volume 2025-2030
Table 62 - Forecast Sales of Home Video by Category: Value 2025-2030
Table 63 - Forecast Sales of Home Video by Category: % Volume Growth 2025-2030
Table 64 - Forecast Sales of Home Video by Category: % Value Growth 2025-2030
Table 65 - Forecast Sales of LCD TVs by Network Connectivity: % Retail Volume 2025-2030

Wireless Headphones in Poland

KEY DATA FINDINGS

2025 DEVELOPMENTS

TWS earbuds drive growth amid rising accessibility and lower prices
Samsung Electronics Polska leads wireless headphones, recording the strongest uplift in share
Appliances and electronics specialists lead wireless headphones distribution in Poland

PROSPECTS AND OPPORTUNITIES

Wireless headphones is set to drive steady growth, driven by TWS earbuds
Innovation is expected to focus on enhanced battery life and AI functions
Health tracking, spatial audio, and smart features are expected to drive innovation in TWS earbuds

CATEGORY DATA

Table 66 - Sales of Wireless Headphones by Category: Volume 2020-2025
Table 67 - Sales of Wireless Headphones by Category: Value 2020-2025

Table 68 - Sales of Wireless Headphones by Category: % Volume Growth 2020-2025
Table 69 - Sales of Wireless Headphones by Category: % Value Growth 2020-2025
Table 70 - NBO Company Shares of Wireless Headphones: % Volume 2021-2025
Table 71 - LBN Brand Shares of Wireless Headphones: % Volume 2022-2025
Table 72 - Distribution of Wireless Headphones by Channel: % Volume 2020-2025
Table 73 - Forecast Sales of Wireless Headphones by Category: Volume 2025-2030
Table 74 - Forecast Sales of Wireless Headphones by Category: Value 2025-2030
Table 75 - Forecast Sales of Wireless Headphones by Category: % Volume Growth 2025-2030
Table 76 - Forecast Sales of Wireless Headphones by Category: % Value Growth 2025-2030

Imaging Devices in Poland

KEY DATA FINDINGS

2025 DEVELOPMENTS

Volume sales experience a mild rebound as digital camera sales rise
Canon Polska leads imaging devices as Fujifilm records growth through its digital cameras
Appliances and electronics specialists lead imaging devices, but retail e-commerce sees the strongest growth

PROSPECTS AND OPPORTUNITIES

A gradual decline is expected for imaging devices as smartphones dominate casual use
AI, portability and video performance is set to shape forecast innovation
Sony and Fujifilm are expected to lead innovation in digital imaging

CATEGORY DATA

Table 77 - Sales of Imaging Devices by Category: Volume 2020-2025
Table 78 - Sales of Imaging Devices by Category: Value 2020-2025
Table 79 - Sales of Imaging Devices by Category: % Volume Growth 2020-2025
Table 80 - Sales of Imaging Devices by Category: % Value Growth 2020-2025
Table 81 - NBO Company Shares of Imaging Devices: % Volume 2021-2025
Table 82 - LBN Brand Shares of Imaging Devices: % Volume 2022-2025
Table 83 - Distribution of Imaging Devices by Channel: % Volume 2020-2025
Table 84 - Forecast Sales of Imaging Devices by Category: Volume 2025-2030
Table 85 - Forecast Sales of Imaging Devices by Category: Value 2025-2030
Table 86 - Forecast Sales of Imaging Devices by Category: % Volume Growth 2025-2030
Table 87 - Forecast Sales of Imaging Devices by Category: % Value Growth 2025-2030

Mobile Phones in Poland

KEY DATA FINDINGS

2025 DEVELOPMENTS

Smartphones continue to drive modest growth, while foldable versions gain attention
Xiaomi leads mobile phones, set to record the strongest uplift in share in 2025
Appliances and electronics specialists lead amid the growing presence of retail e-commerce

PROSPECTS AND OPPORTUNITIES

Mobile phone sales are set to remain stable amid market maturity and evolving consumer trends
Sustainability and regulation is set to influence the future of mobile devices
Foldable smartphones and AI chips are set to drive innovation amid pricing pressures

CATEGORY DATA

Table 88 - Sales of Mobile Phones by Category: Volume 2020-2025
Table 89 - Sales of Mobile Phones by Category: Value 2020-2025

Table 90 - Sales of Mobile Phones by Category: % Volume Growth 2020-2025
 Table 91 - Sales of Mobile Phones by Category: % Value Growth 2020-2025
 Table 92 - Sales of Smartphones by Screen Size: % Retail Volume 2022-2025
 Table 93 - NBO Company Shares of Mobile Phones: % Volume 2021-2025
 Table 94 - LBN Brand Shares of Mobile Phones: % Volume 2022-2025
 Table 95 - Distribution of Mobile Phones by Channel: % Volume 2020-2025
 Table 96 - Forecast Sales of Mobile Phones by Category: Volume 2025-2030
 Table 97 - Forecast Sales of Mobile Phones by Category: Value 2025-2030
 Table 98 - Forecast Sales of Mobile Phones by Category: % Volume Growth 2025-2030
 Table 99 - Forecast Sales of Mobile Phones by Category: % Value Growth 2025-2030
 Table 100 - Forecast Sales of Smartphones by Screen Size: % Retail Volume 2025-2030

Portable Players in Poland

KEY DATA FINDINGS

2025 DEVELOPMENTS

Wireless speakers drive sales, while e-readers record positive growth
 Samsung Electronics Polska Sp leads while smart speaker brands gain ground
 Appliances and electronics specialists lead as consumers appreciate testing products in person

PROSPECTS AND OPPORTUNITIES

Portable media players are set to lose ground as multifunctional technology takes over
 Innovation is set to shift toward smarter, more versatile wireless speakers
 Sustainability may create a competitive edge within smart wireless speakers

CATEGORY DATA

Table 101 - Sales of Portable Players by Category: Volume 2020-2025
 Table 102 - Sales of Portable Players by Category: Value 2020-2025
 Table 103 - Sales of Portable Players by Category: % Volume Growth 2020-2025
 Table 104 - Sales of Portable Players by Category: % Value Growth 2020-2025
 Table 105 - NBO Company Shares of Portable Players: % Volume 2021-2025
 Table 106 - LBN Brand Shares of Portable Players: % Volume 2022-2025
 Table 107 - Distribution of Portable Players by Channel: % Volume 2020-2025
 Table 108 - Forecast Sales of Portable Players by Category: Volume 2025-2030
 Table 109 - Forecast Sales of Portable Players by Category: Value 2025-2030
 Table 110 - Forecast Sales of Portable Players by Category: % Volume Growth 2025-2030
 Table 111 - Forecast Sales of Portable Players by Category: % Value Growth 2025-2030

Wearable Electronics in Poland

KEY DATA FINDINGS

2025 DEVELOPMENTS

Polish consumers appreciate devices that offer health tracking, notifications, and fitness motivation
 Garmin Polska Sp increases its lead while Apple drives growth through its Apple Watch
 Retail e-commerce cements its lead as the go-to channel for wearable electronics

PROSPECTS AND OPPORTUNITIES

The trend of health tracking will continue to drive modest growth in wearable electronics
 Innovation across the forecast period is set to focus on personalised health and longevity
 Electronic wearables may evolve toward smart-home integration

CATEGORY DATA

Table 112 - Sales of Wearable Electronics by Category: Volume 2020-2025

Table 113 - Sales of Wearable Electronics by Category: Value 2020-2025

Table 114 - Sales of Wearable Electronics by Category: % Volume Growth 2020-2025

Table 115 - Sales of Wearable Electronics by Category: % Value Growth 2020-2025

Table 116 - NBO Company Shares of Wearable Electronics: % Volume 2021-2025

Table 117 - LBN Brand Shares of Wearable Electronics: % Volume 2022-2025

Table 118 - Distribution of Wearable Electronics by Channel: % Volume 2020-2025

Table 119 - Forecast Sales of Wearable Electronics by Category: Volume 2025-2030

Table 120 - Forecast Sales of Wearable Electronics by Category: Value 2025-2030

Table 121 - Forecast Sales of Wearable Electronics by Category: % Volume Growth 2025-2030

Table 122 - Forecast Sales of Wearable Electronics by Category: % Value Growth 2025-2030

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-electronics-in-poland/report.