

# Home Improvement in Poland

May 2023

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# Home Improvement in Poland - Category analysis

## **KEY DATA FINDINGS**

#### 2022 DEVELOPMENTS

Economic downturn leads to lower demand for bathroom and sanitaryware Power tool accessories reduce costs and increase functionality Sustainable materials become increasingly important to consumers

# PROSPECTS AND OPPORTUNITIES

Rises in disposable incomes positively impact bathroom and sanitaryware Cordless drills see a rise in demand as consumers appreciate convenience Strong potential for e-commerce as new services attract consumers

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