

# Major Appliances in Eastern Europe

March 2021

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Scope

Key findings

## REGIONAL OVERVIEW

Eastern Europe recording healthy major appliances growth in 2015-2020

Continued positive growth expected for major appliances

Ukraine with a dynamic CAGR over 2015-2020

Freestanding products make up three quarters of new sales in 2015-2020

Refrigeration appliances add the most new growth in 2015-2020

Russia and Poland help drives sales of major appliances in 2020

Electronics and appliance specialist retailers the leading channel...

...but e-commerce records very strong growth in 2020

## LEADING COMPANIES AND BRANDS

High levels of concentration in many markets

Haier gaining share in Eastern Europe

Russia the main sales generator for the region's top 10 players

Beko closes the gap to Samsung in the brand rankings in 2020

## FORECAST PROJECTIONS

Further positive growth expected over the forecast period

Russia expected to add the bulk of the new sales

## COUNTRY SNAPSHOTS

Czech Republic: Market Context

Czech Republic: Competitive and Retail Landscape

Hungary: Market Context

Hungary: Competitive and Retail Landscape

Poland: Market Context

Poland: Competitive and Retail Landscape

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Ukraine: Market Context

Ukraine: Competitive and Retail Landscape

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