

Refrigeration Appliances in Poland

December 2022

Table of Contents

Refrigeration Appliances in Poland - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

High inflation puts pressure on demand as unit prices increase significantly
Slower sales growth in electric wine coolers/chillers as unit prices increase steeply
Innovation focuses on convenience and hygiene as category players vie for attention

PROSPECTS AND OPPORTUNITIES

Positive growth to be tempered by high inflation and circumspect approach to spending
Rising costs set to underpin unit price increases during the forecast period
E-commerce to continue surging ahead as a major mainstream distribution channel

CATEGORY DATA

- Table 1 - Sales of Refrigeration Appliances by Category: Volume 2017-2022
- Table 2 - Sales of Refrigeration Appliances by Category: Value 2017-2022
- Table 3 - Sales of Refrigeration Appliances by Category: % Volume Growth 2017-2022
- Table 4 - Sales of Refrigeration Appliances by Category: % Value Growth 2017-2022
- Table 5 - Sales of Freezers by Format: % Volume 2017-2022
- Table 6 - Sales of Freezers by Volume Capacity: % Volume 2017-2022
- Table 7 - Sales of Fridge Freezers by Format: % Volume 2017-2022
- Table 8 - Sales of Fridge Freezers by Volume Capacity: % Volume 2017-2022
- Table 9 - Sales of Fridge Freezers by Connected Appliances: % Volume 2018-2022
- Table 10 - Sales of Fridges by Volume Capacity: % Volume 2017-2022
- Table 11 - NBO Company Shares of Refrigeration Appliances: % Volume 2018-2022
- Table 12 - LBN Brand Shares of Refrigeration Appliances: % Volume 2019-2022
- Table 13 - NBO Company Shares of Built-in Fridge Freezers: % Volume 2018-2022
- Table 14 - NBO Company Shares of Freestanding Fridge Freezers: % Volume 2018-2022
- Table 15 - NBO Company Shares of Built-in Fridges: % Volume 2018-2022
- Table 16 - NBO Company Shares of Freestanding Fridges: % Volume 2018-2022
- Table 17 - Distribution of Refrigeration Appliances by Format: % Volume 2017-2022
- Table 18 - Production of Refrigeration Appliances: Total Volume 2017-2022
- Table 19 - Forecast Sales of Refrigeration Appliances by Category: Volume 2022-2027
- Table 20 - Forecast Sales of Refrigeration Appliances by Category: Value 2022-2027
- Table 21 - Forecast Sales of Refrigeration Appliances by Category: % Volume Growth 2022-2027
- Table 22 - Forecast Sales of Refrigeration Appliances by Category: % Value Growth 2022-2027

Consumer Appliances in Poland - Industry Overview

EXECUTIVE SUMMARY

Consumer appliances in 2022: The big picture
2022 key trends
Competitive landscape
Retailing developments
What next for consumer appliances?

MARKET INDICATORS

- Table 23 - Household Penetration of Selected Total Stock Consumer Appliances by Category 2018-2023
- Table 24 - Replacement Cycles of Consumer Appliances by Category 2018-2023

MARKET DATA

- Table 25 - Sales of Consumer Appliances by Category: Volume 2017-2022
- Table 26 - Sales of Consumer Appliances by Category: Value 2017-2022

Table 27 - Sales of Consumer Appliances by Category: % Volume Growth 2017-2022
Table 28 - Sales of Consumer Appliances by Category: % Value Growth 2017-2022
Table 29 - Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2017-2022
Table 30 - Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2017-2022
Table 31 - Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2017-2022
Table 32 - Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2017-2022
Table 33 - Sales of Small Appliances by Category: Volume 2017-2022
Table 34 - Sales of Small Appliances by Category: Value 2017-2022
Table 35 - Sales of Small Appliances by Category: % Volume Growth 2017-2022
Table 36 - Sales of Small Appliances by Category: % Value Growth 2017-2022
Table 37 - NBO Company Shares of Major Appliances: % Volume 2018-2022
Table 38 - LBN Brand Shares of Major Appliances: % Volume 2019-2022
Table 39 - NBO Company Shares of Small Appliances: % Volume 2018-2022
Table 40 - LBN Brand Shares of Small Appliances: % Volume 2019-2022
Table 41 - Distribution of Major Appliances by Format: % Volume 2017-2022
Table 42 - Distribution of Small Appliances by Format: % Volume 2017-2022
Table 43 - Forecast Sales of Consumer Appliances by Category: Volume 2022-2027
Table 44 - Forecast Sales of Consumer Appliances by Category: Value 2022-2027
Table 45 - Forecast Sales of Consumer Appliances by Category: % Volume Growth 2022-2027
Table 46 - Forecast Sales of Consumer Appliances by Category: % Value Growth 2022-2027
Table 47 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2022-2027
Table 48 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2022-2027
Table 49 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2022-2027
Table 50 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2022-2027
Table 51 - Forecast Sales of Small Appliances by Category: Volume 2022-2027
Table 52 - Forecast Sales of Small Appliances by Category: Value 2022-2027
Table 53 - Forecast Sales of Small Appliances by Category: % Volume Growth 2022-2027
Table 54 - Forecast Sales of Small Appliances by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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/refrigeration-appliances-in-poland/report.