



Homewares in Poland

June 2024

Table of Contents

Homewares in Poland - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Demand for homewares continued to contract after post-pandemic normalisation

Large players consolidate market share amidst economic uncertainty

Growing demand for durable and multifunctional homeware as consumers look for greater value-for-money

PROSPECTS AND OPPORTUNITIES

Flat performance ahead, but homewares is poised to perform better than other categories

Online sales will continue to expand

Sustainability concerns will drive changes in non-stick cookware products

CATEGORY DATA

Table 1 - Sales of Homewares by Category: Value 2018-2023

Table 2 - Sales of Homewares by Category: % Value Growth 2018-2023

Table 3 - Sales of Homewares by Material: % Value 2018-2023

Table 4 - NBO Company Shares of Homewares: % Value 2019-2023

Table 5 - LBN Brand Shares of Homewares: % Value 2020-2023

Table 6 - Distribution of Homewares by Format: % Value 2018-2023

Table 7 - Forecast Sales of Homewares by Category: Value 2023-2028

Table 8 - Forecast Sales of Homewares by Category: % Value Growth 2023-2028

Home and Garden in Poland - Industry Overview

EXECUTIVE SUMMARY

Home and garden in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for home and garden?

MARKET DATA

Table 9 - Sales of Home and Garden by Category: Value 2018-2023

Table 10 - Sales of Home and Garden by Category: % Value Growth 2018-2023

Table 11 - NBO Company Shares of Home and Garden: % Value 2019-2023

Table 12 - LBN Brand Shares of Home and Garden: % Value 2020-2023

Table 13 - Penetration of Private Label in Home and Garden by Category: % Value 2018-2023

Table 14 - Distribution of Home and Garden by Format: % Value 2018-2023

Table 15 - Distribution of Home and Garden by Format and Category: % Value 2023

Table 16 - Forecast Sales of Home and Garden by Category: Value 2023-2028

Table 17 - Forecast Sales of Home and Garden by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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