



# Home Products Specialists in Poland

March 2024

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## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Soaring inflation curbs spending on home renovation and interior design projects

Retailers introduce solutions to improve the purchasing process

Chained homewares and home furnishing stores enhance their sustainability credentials

### PROSPECTS AND OPPORTUNITIES

Category performance dependent on the economic climate over the forecast period and government initiatives

PSB Mrowka stores embrace the potential of retail parks

Pet shops and superstores registers the fastest forecast period growth

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Retail parks become a permanent part of the Polish retail landscape

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