


# RETAIL MARKET OF HOME APPLIANCES, ELECTRONICS AND DIGITAL MEDIA IN POLAND 2022


Market analysis and development forecasts for 2022-2027

## IN THE REPORT:

- Retail market value of consumer electronics, home appliances, and electronic equipment, broken down into more than 15 segments, including: **Small Home Appliances, Large Home Appliances, Printers, Smartwatches, Cameras, Phones, TVs, and Electric Scooters** (split by stationary and online sales).
- List and profiles of major market players
- Results of a consumer survey

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## WHY IT'S WORTH IT:

- Market growth forecasts up to and including 2027, including individual distribution channels
- Analysis of trends and factors influencing the market
- Value and forecasts for individual distribution channels, including: specialty stores, grocery stores, and internet