



USED IT EQUIPMENT AND CONSUMER ELECTRONICS MARKET IN POLAND 2024

MARKET ANALYSIS AND DEVELOPMENT
FORECASTS FOR 2024-2029



Terms such as used, refurbished or post-lease in the context of electronic equipment are gaining in popularity among an increasing number of users. This phenomenon concerns both business users and individual customers who, alongside the purely environmental aspects, are looking for ways to reduce expenditure on state-of-the-art IT equipment. The constant launch of new brands and products creates resistance to investing in brand new equipment, especially when older devices still fulfil their most important functions. It is also worth noting that companies specialising in this area play a significant role in promoting used and refurbished electronic equipment, offering products that are not only affordable, but also verified and covered by a warranty.

PMR's report "**Used IT equipment and consumer electronics market in Poland 2024**" constitutes a measurement of the market for used electronics by its different segments, both in volume and value terms. It presents key data and trends in the analysed market, based on PMR's proprietary studies. The individual market segments are also analysed in the context of the macroeconomic situation and, on the basis of these analyses, development forecasts up to 2029 have been prepared.



Main objective

Providing a comprehensive overview of the used IT equipment and consumer electronics market in Poland together with its medium- and long-term development forecasts.

Additional objectives

- presentation of the used IT equipment and consumer electronics market value in Poland
- analysis of individual segments making up the used IT equipment and consumer electronics market – sales channels (B2C and C2C), product categories (used equipment, refurbished equipment and equipment rental), types of equipment (including smartphones, laptops, desktops and others)
- providing an overview of the macroeconomic situation impact on the used IT equipment and consumer electronics market in 2024-2029
- presentation of the main trends in Poland and worldwide
- presentation of the profiles of the major players in the used IT equipment and consumer electronics market

What can be found in the report?

- **value and change** of the used IT equipment and consumer electronics market in Poland
- **structure of spending** on the used IT equipment and consumer electronics market in Poland, by segment
- **results of the latest PMR research** (2023 and 2024) in the area of the used IT equipment and consumer electronics market
- **main trends** on the used IT equipment and consumer electronics market in Poland and worldwide, together with international comparisons
- macroeconomic, regulatory, demand-side, supply-side and technological **factors affecting the market**
- **profiles of suppliers**
- **development forecasts** for the used IT equipment and consumer electronics market in Poland up to 2029



Time span: 2018-2023

Forecast horizon 2024-2029

Geographic coverage: Poland

SUBJECT MATTER

- market value
- structure of the total market value, broken down into categories
- forecasts for:
 - the total market
 - individual segments

SCOPE

Product categories:

- used equipment (including used, returned and ex-display)
- refurbished equipment
- equipment rental

Seller type:

- private individual (C2C)
- company (B2C)

Type of equipment:

- smartphones
- laptops
- desktop computers
- computer components
- game consoles
- smartwatches
- photographic and video equipment
- audio equipment

Distribution channels:

- online
- offline
 - operator's store
 - equipment and electronics chain
 - GSM outlet
 - pawnshop/consignment store





RESEARCH METHODS

The report on the used IT equipment and consumer electronics market is based on an analysis of information from external sources, aggregated using data web scraping methods and PMR's proprietary research (quantitative and qualitative).

In Q1 2024, PMR conducted a comprehensive survey on the purchase of used IT equipment and consumer electronics. The representative purposive sample survey involved 2,000 adult Poles who bought used equipment in at least one of the categories listed:

- Smartphone
- Smartwatch
- Sports watch/smartband
- Laptop
- Tablet/iPad
- Game console
- Video camera
- Multifunction device
- Desktop computer
- Speaker
- Computer components
- Computer accessories
- Gaming chair
- Monitor
- TV set/Smart TV
- Electric scooter
- Electric bike
- Drone
- Robot vacuum cleaner
- Cordless Hoover
- Coffee machine

FORECASTS

For the report, long-term market development forecasts were prepared using econometric models.

The forecasts cover the period of 2024-2029.

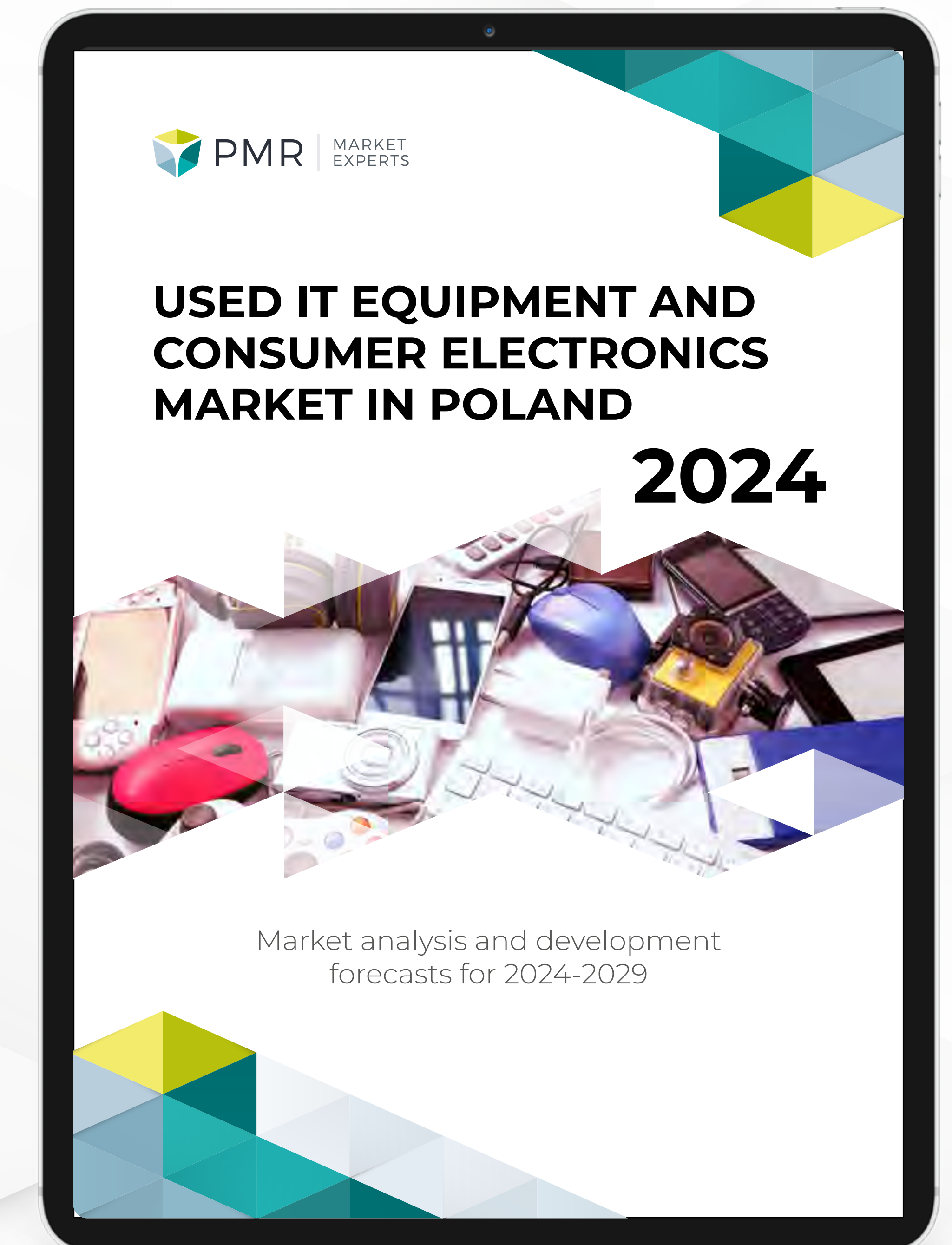
Detailed forecasts (indicators):

- key macroeconomic indicators
- key demographic indicators
- value and change of the used IT equipment and consumer electronics market
- value and change of individual segments of the used IT equipment and consumer electronics market (detailed breakdown)

Why to buy this report, i.e. what important questions it answers:

- What is the value of the used IT equipment and consumer electronics market?
- Who is the buyer of used equipment (broken down by equipment category)?
- What is the value of individual segments of the used IT equipment and consumer electronics market?
- What are the prevailing trends in the used IT equipment and consumer electronics market?
- What are the main reasons for buying and not buying used equipment?
- What determines consumer behaviour in the used equipment market and what is the relevance of green and sustainability trends?
- What is the share of each product category in the used IT equipment and consumer electronics market?
- What factors influence the used IT equipment and consumer electronics market?
- What are the development prospects for the used IT equipment and consumer electronics market?

Together with the report, we provide the most important data in the Excel spreadsheet for individual aggregation.





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