

# USED IT EQUIPMENT AND CONSUMER ELECTRONICS MARKET IN POLAND

# 2024



Market analysis and development  
forecasts for 2024-2029

# TABLE OF CONTENTS

---

<b>Executive summary</b> .....	8
<b>Value of the used IT equipment and consumer electronics market in Poland in 2020-2029</b> .....	17
<b>Main trends and key factors influencing the used IT equipment and consumer electronics market in Poland</b> .....	19
Macroeconomic factors .....	19
General macroeconomic outlook .....	20
Overall price growth rate .....	21
Labour market situation in Poland .....	22
Population’s financial situation .....	23
Interest rates and demand for mortgage loans .....	23
Demographics .....	24
Households .....	25
War in Ukraine .....	26
Demand-side factors .....	27
Impact of inflation on purchasing decisions .....	27
Households equipped with selected electronic devices .....	30
Internet penetration .....	31
Unused and unnecessary electronics .....	31
Awareness of places that handle the purchase of used or damaged electronic equipment .....	32
Awareness of the term "refurbished equipment" .....	34
Attitudes towards buying refurbished IT equipment and consumer electronics .....	35
Attitudes towards renting refurbished IT equipment and consumer electronics .....	36

Plans and opting out of purchasing used IT equipment and consumer electronics.....	40
Interest in new technologies .....	41
Consumer behaviour in relation to the purchase of electronics.....	42
Environmental awareness.....	43
<b>Supply-side factors .....</b>	<b>45</b>
Growing competition in the trade of used IT equipment and consumer electronics .....	45
Consumer sales of used IT equipment and consumer electronics .....	47
Arguments for buying refurbished electronics.....	53
Technical parameters of refurbished equipment.....	53
Incentives to donate or resell unused equipment.....	55
Equipment life cycle management .....	55
Sale of new equipment.....	61
Situation on the residential market.....	63
<b>Legal factors.....</b>	<b>65</b>
R2R Directive .....	65
DAC7 Directive.....	66
Handling of electronic waste.....	67
Replaceable phone batteries.....	68
Common chargers.....	68
Handling of batteries and accumulators.....	69
<b>Analysis of product categories on the used IT equipment and consumer electronics market in Poland.....</b>	<b>70</b>
Market value in 2020-2023, broken down into categories, and PMR forecast for 2024-2029.....	70
Market value of the used equipment products category in 2020-2023 and PMR forecast for 2024-2029.....	72
Market value of the refurbished equipment products category in 2020-2023 and PMR forecast for 2024-2029.....	74
<b>Profile of the used IT equipment and consumer electronics buyer in Poland.....</b>	<b>76</b>
Demographic profile.....	76
Product categories.....	77
Time of purchase.....	79
Number of devices.....	80
Purchase value.....	82
Place of purchase.....	83
Purchase channel.....	85
Purpose.....	85
Purchase determinants.....	86

<b>Analysis of types of devices on the used IT equipment and consumer electronics market in Poland</b> .....	89
Market value in 2020-2023, by type of equipment, and PMR forecast for 2024-2029.....	89
PMR survey results in the area of types of used IT equipment and consumer electronics purchased.....	93
Share of major brands in the segment of used devices sold on Allegro.....	98
<b>Analysis of types of sellers on the used IT equipment and consumer electronics market in Poland</b> .....	101
Market value in 2020-2023, by type of seller, and PMR forecast for 2024-2029.....	101
PMR survey results in the area of types of used IT equipment and consumer electronics sellers.....	106
<b>Analysis of distribution channels on the used IT equipment and consumer electronics market in Poland</b> .....	110
Market value in 2020-2023, by distribution channel, and PMR forecast for 2024-2029.....	110
PMR survey results in the area of used IT equipment and consumer electronics distribution channels.....	113
<b>Trends, forecasts and international comparisons</b> .....	117
<b>Profiles of the used IT equipment and consumer electronics market players</b> .....	125
E-commerce platforms.....	125
Allegro.....	125
OLX.....	128
Specialist chains.....	130
RTV Euro AGD/Euro-net.....	130
NEONET (in restructuring).....	132
Media Expert.....	133
Media Markt/Media Saturn Online.....	135
Pawnshops.....	137
GOLD-MONEY.....	137
Lombard Polska.....	139
Lombard 66.....	140
Companies refurbishing IT equipment and consumer electronics.....	141
Luxtrade.....	141
HokoLab.....	143
Renewd.....	144
Refurbed.....	145
Swappie.....	146

Mobile telephony operators.....	147
Other .....	149
Morele.net .....	149
AT-OUTLET.....	150
Electro Garden.....	151
MDM Komputery.....	152
smartSPOT .....	153
Device Europe.....	154
Computer Alliance.....	155
MMCOMP .....	156
POLBIT Polender .....	157
AMSO .....	158
MONUMENT9.....	159
CeX Limited.....	160
Companies in the B2B segment.....	161
Digital Care.....	161
Kompre.....	163
Netland Computers.....	164
Rnew.....	166
HitITgroup.....	167
WEBdev.....	169
Laurem.....	170
EVK.....	172
Laptop Factory .....	173
<b>Methodology of the report.....</b>	<b>174</b>
<b>List of graphs.....</b>	<b>183</b>
<b>List of tables.....</b>	<b>189</b>
<b>About PMR.....</b>	<b>193</b>

## LIST OF GRAPHS

---

1. PMR forecast: Value and change of the used IT equipment and consumer electronics market in Poland, 2020-2029.....	17
2. PMR forecast: Compound annual growth rate of the used IT equipment and consumer electronics market value in Poland, 2019-2023 and 2024-2029.....	18
3. PMR forecast: GDP per capita and real GDP change in Poland, 2020-2029.....	20
4. PMR forecast: CPI inflation in Poland (% YoY), 2020-2029.....	21
5. PMR forecast: Average annual LFS unemployment rate and real change in average monthly gross wage in Poland, 2020-2029.....	22
6. PMR forecast: Real growth rate of household disposable income and private consumption in Poland (% YoY), 2020-2029.....	23
7. PMR forecast: Polish WIBOR 3M average annual interest rate (%), 2020-2029.....	24
8. PMR forecast: Number of households in Poland (million) and average number of people per household, 2020-2029.....	26
9. Impact of inflation on consumer decisions in Poland (%), 2024.....	28
10. Share of Poles reducing their spending due to price increases (%), by buyers and non-buyers of used IT equipment and consumer electronics, 2024.....	28
11. Access of households in Poland to selected electronic devices (%), June 2023.....	30
12. Share of Poles who own a mobile phone or smartphone that they no longer use and are likely never to use again (%), 2024.....	31
13. Share of Poles who considered selling their unused mobile phones or smartphones (%), 2024.....	32
14. Share of Poles who know places or companies purchasing used IT equipment and consumer electronics (%), 2024.....	33
15. Share of Poles familiar with places that buy used IT equipment and consumer electronics (%), 2024.....	33

16. Share of Poles believing that refurbished equipment means the same as used equipment (%), 2024 .....	34
17. Share of Poles knowing the definition of refurbished equipment (%), 2024 .....	34
18. Differences between refurbished and used devices, as indicated by Poles (%), 2024 .....	35
19. Share of Poles aware of the option to rent IT equipment and consumer electronics (%), 2024 .....	37
20. Share of Poles who have ever rented used IT equipment or consumer electronics (%), 2024 .....	37
21. Reasons for not using IT equipment and consumer electronics rental in Poland (%), 2024 .....	38
22. Factors that could potentially encourage Poles to rent IT equipment and consumer electronics (%), 2024 .....	39
23. Share of Poles who have ever considered purchasing used IT equipment and consumer electronics (%), 2024 .....	40
24. Share of Poles who have ever considered purchasing used IT equipment and consumer electronics (%), by selected product categories, 2024 .....	40
25. Reasons for Poles ultimately not purchasing used IT equipment and consumer electronics (%), 2024 .....	41
26. Reasons for Poles ultimately not purchasing used IT equipment and consumer electronics (%), by selected product categories, 2024 .....	41
27. Share of Poles who buy used IT equipment and consumer electronics for environmental reasons (%), 2024 .....	44
28. Number of stores offering used products* in Poland (thousand), 2020-2023 .....	46
29. Share of Poles who have ever sold used IT equipment or consumer electronics (%), 2024 .....	47
30. Share of Poles who have ever sold used IT equipment or consumer electronics (%), by selected product categories, 2024 .....	48
31. Number of categories under which Poles sold used IT equipment or consumer electronics (%), 2024 .....	49
32. Share of Poles who have sold used IT equipment or consumer electronics in the last 12 months (%), by selected product categories, 2024 .....	50
33. Time of last sale of selected used IT equipment and consumer electronics by Poles (%), 2024 .....	50
34. Number of devices sold by Poles in selected categories of used IT equipment and consumer electronics (%), 2024 .....	51
35. Share of Poles who sold selected used IT equipment or consumer electronics for the first or subsequent time (%), 2024 .....	51
36. Sales location of used IT equipment and consumer electronics in Poland (%), 2024 .....	52
37. Place of last sale of selected used IT equipment and consumer electronics by Poles (%), 2024 .....	52
38. Factors that seem most convincing for purchasing refurbished equipment (%), 2024 .....	53
39. Maximum age of refurbished equipment that would prompt respondents in Poland to make a purchase, 2024 .....	54
40. Maximum price of refurbished equipment that would prompt respondents in Poland to make a purchase, 2024 .....	54

41. Factors encouraging the donation or resale of unused IT equipment and consumer electronics in Poland (%), 2024 .....	55
42. Decisions on what to do with an ICT device after it is no longer used by companies in Poland (%), 2022 .....	56
43. Number of IT equipment in businesses in Poland (million), 2024.....	57
44. Number of IT equipment in Poland per company, by number of employees, 2024 .....	57
45. Average lifespan of smartphones in businesses in Poland (%), by number of employees, 2024 .....	58
46. Average lifespan of laptops in businesses in Poland (%), by number of employees, 2024 .....	59
47. Share of businesses in Poland attempting to reduce their carbon footprint (%), by number of employees, 2024.....	60
48. Share of businesses in Poland that dispose of end-of-life equipment (%), by number of employees, 2024.....	60
49. Share of businesses in Poland that opt to refurbish and reuse equipment at its end-of life stage (%), by number of employees, 2024 .....	61
50. Share of businesses in Poland that resell used equipment to employees at its end-of life stage (%), by number of employees, 2024.....	61
51. PMR forecast: Estimated sales of new smartphones in Poland and change, 2020-2024 .....	62
52. PMR forecast: Estimated sales of new desktops and laptops in Poland, 2020-2024.....	63
53. PMR forecast: Estimated sales of new smart TVs in Poland and change, 2020-2024 .....	63
54. PMR forecast: Number of housing starts and change, 2020-2029 .....	64
55. PMR forecast: Number of housing completions, by single-family houses and flats, and overall change in the number of housing completions, 2020-2029 .....	64
56. Consumers' plans to buy a flat or build a house within the next 12 months in Poland, Q1 2020-Q4 2023.....	65
57. P4 Sp. z o.o.: Recycling of electrical and electronic waste (tonnes), 2020-2023.....	67
58. Achieved rate of collecting used batteries and accumulators (%) 2016-2021 .....	69
59. Weight of waste batteries and accumulators introduced and collected (thousand tonnes), 2016-2021 .....	69
60. PMR forecast: Value of the used IT equipment and consumer electronics market in Poland, by used and refurbished equipment, 2020-2029.....	71
61. PMR forecast: Value shares of individual categories in the used IT equipment and consumer electronics market in Poland, 2020-2029.....	71
62. PMR forecast: Growth rate of individual categories in the used IT equipment and consumer electronics market in Poland, 2020-2029.....	71
63. PMR Forecast: Value and change of sales of products in the used equipment category in Poland, 2020-2029 .....	73
64. PMR Forecast: Share of the used equipment category in the used IT equipment and consumer electronics market in Poland (%), 2020-2029 .....	73
65. PMR Forecast: Value and change of sales of products in the refurbished equipment category in Poland, 2020-2029.....	74

66. PMR Forecast: Share of the refurbished equipment category in the used IT equipment and consumer electronics market in Poland (%), 2020-2029 .....	75
67. PMR Forecast: Value of sales of products in the refurbished equipment category in Poland, by type of equipment, 2020-2029 .....	75
68. Volume of sales of products in the refurbished equipment category in Poland, by type of equipment, 2020-2023 .....	75
69. Share of Poles who have ever purchased used IT equipment or consumer electronics from selected product categories (%), 2024 .....	78
70. Number of categories under which Poles purchased used IT equipment or consumer electronics (%), 2024 .....	79
71. Number of categories under which Poles purchased used IT equipment or consumer electronics (%), 2024 .....	79
72. Time of last purchase of used IT equipment and consumer electronics in the C2C channel in Poland (%), 2024 .....	80
73. Time of last purchase of used IT equipment and consumer electronics in the B2C channel in Poland (%), 2024 .....	80
74. Share of Poles who purchased used IT equipment and consumer electronics for the first or subsequent time (%), 2024 .....	81
75. Number of devices purchased by Poles in selected categories of used IT equipment and consumer electronics in the C2C market in the last 12 months (%), 2024 .....	81
76. Number of devices purchased by Poles in selected categories of used IT equipment and consumer electronics in the B2C market in the last 12 months (%), 2024 .....	81
77. Amount spent by Poles on the purchase of used IT equipment and consumer electronics in the last 12 months in the C2C channel (%), 2024 .....	82
78. Amount spent by Poles on the purchase of used IT equipment and consumer electronics in the last 12 months in the B2C channel (%), 2024 .....	83
79. Place of purchase of used IT equipment and consumer electronics by Poles (%), 2024 .....	84
80. Place of last purchase of used IT equipment and consumer electronics by Poles (%), 2024 .....	84
81. Place of purchase of used IT equipment and consumer electronics by Poles in the last 12 months (%), 2024 .....	84
82. Purchase channel for used IT equipment and consumer electronics by Poles (%), 2024 .....	85
83. Share of Poles who purchased used IT equipment and consumer electronics for themselves or another person in the C2C channel (%), 2024 .....	86
84. Share of Poles who purchased used IT equipment and consumer electronics for themselves or another person in the B2C channel (%), 2024 .....	86
85. Main reasons for Poles deciding to purchase used IT equipment and consumer electronics (%), 2024 .....	87
86. Main reasons for Poles not deciding to purchase used IT equipment and consumer electronics (%), 2024 .....	88
87. Percentage of Poles who have ever bought used equipment (%), 2024 .....	94
88. Time of last purchase of used equipment in the C2C channel in selected categories in Poland (%), 2024 .....	94

89. Time of last purchase of used equipment in the B2C channel in selected categories in Poland (%), 2024 .....	95
90. Share of Poles who purchased used equipment for the first or subsequent time (%), by selected types of equipment, 2024.....	95
91. Share of Poles who bought used equipment in the C2C or B2C channel in the last 12 months (%), 2024.....	96
92. PMR forecast: Value of the used IT equipment and consumer electronics market in Poland, by type of seller, 2020-2029.....	102
93. PMR forecast: Value structure of the used IT equipment and consumer electronics market in Poland, by type of seller, 2020-2029.....	102
94. PMR forecast: Growth rate of the used IT equipment and consumer electronics market in Poland, by type of seller, 2020-2029.....	103
95. Place of purchase of selected categories of used equipment by Poles (%), 2024.....	106
96. Place of last purchase of selected categories of used equipment by Poles (%), 2024.....	107
97. Number of devices purchased by Poles in selected categories of used equipment in the C2C market in the last 12 months (%), 2024.....	107
98. Number of devices purchased by Poles in selected categories of used equipment in the B2C market in the last 12 months (%), 2024.....	108
99. PMR forecast: Value of the used IT equipment and consumer electronics market in Poland, by distribution channel, 2020-2029.....	111
100. Purchase channel for used equipment by Poles (%), by selected types of equipment, 2024.....	113
101. Place of purchase of used equipment by Poles (%), by online and offline channel, 2024.....	113
102. Place of last purchase of used equipment by Poles (%), by online and offline channel, 2024.....	114
103. Time of last purchase of used equipment in the C2C channel in Poland (%), by online and offline channel, 2024.....	114
104. Time of last purchase of used equipment in the B2C channel in Poland (%), by online and offline channel, 2024.....	114
105. Number of used devices purchased by Poles in the C2C market in the last 12 months (%), by online and offline channel, 2024.....	115
106. Number of used devices purchased by Poles in the B2C market in the last 12 months (%), by online and offline channel, 2024.....	115
107. Global value of the refurbished electronics market (\$ bn), 2022-2023 and 2032.....	117
108. Global smartphone sales, 2015-2023 and 2027.....	118
109. Sales of used smartphones and share in total global smartphone sales, 2015, 2018-2023 and 2027.....	119
110. Value of used smartphones sold worldwide (\$ bn) and CAGR (%), 2023 and 2027.....	119
111. Value of used smartphones sold worldwide (\$ bn) and CAGR (%), H1 2021-H1 2023.....	120
112. Quarter-on-quarter growth rate of used smartphone sales of the largest market players (% YoY), Q1 2022-Q1 2023.....	120
113. Share of global consumers who purchased used electronics in the last year (%), 2023.....	121
114. Share of global consumers who purchased used electronics in the last year (%), by age group, 2023.....	121

115. Share of global consumers who consider a repaired electronic device to be as good as a new one, 2023.....	122
116. Share of global consumers who believe that switching to circular economy practices has saved or could save money (%), by age group, 2023.....	123
117. Circular economy practices that save the most money compared to buying new electronics according to global consumers (%), 2023.....	123
118. Share of global consumers who repaired electronic equipment upon last malfunction (%), by age group, 2023.....	124
119. Barriers limiting repair of broken electronics according to global consumers (%), 2023.....	124
120. Allegro: Estimated revenues from sales of consumer electronics and household appliances (PLN m), 2020-2023.....	126
121. OLX Group: Total sales revenue (PLN m), 2018-2022.....	128
122. RTV Euro AGD/Euro-net: Total sales revenue (PLN m), 2018-2022.....	130
123. NEONET: Total sales revenue (PLN m), 2018-2022.....	132
124. Media Expert: Total sales revenue (PLN m), 2018-2022.....	133
125. Media Markt/Media Saturn Online: Total sales revenue (PLN m), 2021-2022.....	135
126. GOLD-MONEY: Total sales revenue (PLN m), 2020-2022.....	137
127. Luxtrade: Total sales revenue (PLN m), 2019-2022.....	141
128. HokoLab: Total sales revenue (PLN m), 2018-2022.....	143
129. Value of mobile telephony operators' revenue generated from the sales of dedicated hardware in Poland (PLN bn), 2016-2023.....	147
130. Morele.net: Total sales revenue (PLN m), 2019-2022.....	149
131. AT-OUTLET: Total sales revenue (PLN m), 2018-2022.....	150
132. Electro Garden: Total sales revenue (PLN m), 2018-2022.....	151
133. MDM Komputery: Total sales revenue (PLN m), 2020-2022.....	152
134. smartSPOT: Total sales revenue (PLN m), 2022.....	153
135. Device Europe: Total sales revenue (PLN m), 2018-2022.....	154
136. Computer Alliance: Total sales revenue (PLN m), 2018-2022.....	155
137. MMCOMP: Total sales revenue (PLN m), 2021-2022.....	156
138. Digital Care: Total sales revenue (PLN m), 2020-2022.....	161
139. Kompre: Total sales revenue (PLN m), 2018-2022.....	163
140. Netland Computers: Total sales revenue (PLN m), 2018-2022.....	164
141. Rnew: Total sales revenue (PLN m), 2018-2022.....	166
142. HitITgroup: Total sales revenue (PLN m), 2018-2022.....	167
143. WEBdev: Total sales revenue (PLN m), 2020-2022.....	169
144. Laurel: Total sales revenue (PLN m), 2018-2019.....	170
145. EVK: Total sales revenue (PLN m), 2017-2021.....	172
146. Laptop Factory: Total sales revenue (PLN m), 2021-2022.....	173

## LIST OF TABLES

1. PMR forecast: Impact of macroeconomic and demographic factors on the used IT equipment and consumer electronics market in Poland, 2021-2029.....	19
2. PMR forecast: Change in the number of mortgage loans granted and nominal change in the mortgage loan value in Poland (% YoY), 2020-2029.....	24
3. PMR forecast: Number of residents in Poland, share of different demographic groups and number of residents including refugees from Ukraine, 2020-2029.....	25
4. Product categories on which Poles are limiting their spending (%), 2024.....	29
5. Share of internet users and share of online buyers in given age groups in Poland (%), 2019-2023.....	31
6. Poles' attitudes towards buying refurbished IT equipment and consumer electronics (%), 2024.....	36
7. Poles' attitudes towards renting refurbished IT equipment and consumer electronics (%), 2024.....	37
8. Poles' attitudes towards IT equipment and consumer electronics rental options (%), by product category, 2024.....	39
9. Respondents' attitudes towards new technologies (%), 2024.....	42
10. Respondents' attitudes towards the purchase of electronics, 2024.....	43
11. Importance of the environmental factor in the decision-making processes of buying or selling used IT equipment and consumer electronics (%), 2024.....	44
12. Allegro: Shares of individual types of offers, by product category, 2024.....	45
13. Allegro Lokalnie: Shares of individual types of offers, by product category, 2024.....	45
14. OLX: Shares of individual types of offers, by product category, 2024.....	46
15. Value of the sale of selected used IT equipment and consumer electronics by Poles (%), 2024.....	52
16. Decisions on what to do with an ICT device after it is no longer used by households in Poland (%), 2022.....	56
17. Orange Polska: Electrical and electronic equipment recycled or refurbished (thousand), 2020-2023.....	67

18. SWOT analysis of the used IT equipment and consumer electronics market in Poland, 2024 .....	72
19. Profile of used IT equipment or consumer electronics users in Poland (%), 2024.....	76
20. Poles' attitudes towards buying used IT equipment and consumer electronics (%), 2024.....	88
21. PMR forecast: Value of the used IT equipment and consumer electronics market (PLN m), by type of equipment, 2020-2029.....	90
22. PMR forecast: Value shares of the used IT equipment and consumer electronics market (%), by type of equipment, 2020-2029.....	90
23. PMR forecast: Growth rate of the used IT equipment and consumer electronics market (% YoY), by type of equipment, 2020-2029.....	91
24. PMR forecast: Volume of sales of used IT equipment and consumer electronics (million units), by type of equipment, 2020-2029.....	92
25. PMR forecast: Average price of used IT equipment and consumer electronics (PLN), by type of equipment, 2020-2029.....	92
26. PMR forecast: Value of the used IT equipment and consumer electronics market (PLN m), by type of equipment, 2022-2023.....	93
27. Amount spent by Poles on the purchase of used equipment in the C2C channel in the last 12 months (%), by selected types of equipment, 2024 .....	97
28. Amount spent by Poles on the purchase of used equipment in the B2C channel in the last 12 months (%), by selected types of equipment, 2024 .....	97
29. Structure of sales of used mobile phones of major brands on Allegro (%), by volume and value, 2023.....	98
30. Structure of sales of used laptops of major brands on Allegro (%), by volume and value, 2023.....	98
31. Structure of sales of used desktops of major brands on Allegro (%), by volume and value, 2023.....	99
32. Structure of sales of used TVs of major brands on Allegro (%), by volume and value, 2023.....	99
33. Structure of sales of used monitors of major brands on Allegro (%), by volume and value, 2023.....	100
34. PMR forecast: Value of the used IT equipment and consumer electronics market in the C2C channel in Poland (PLN m), by type of equipment, 2020-2029.....	103
35. PMR forecast: Value of the used IT equipment and consumer electronics market in the B2C channel in Poland (PLN m), by type of equipment, 2020-2029.....	104
36. PMR forecast: Volume of sales of used IT equipment and consumer electronics in the C2C channel (million units), by type of equipment, 2020-2029.....	104
37. PMR forecast: Volume of sales of used IT equipment and consumer electronics in the B2C channel (million units), by type of equipment, 2020-2029.....	105
38. PMR forecast: Average price of used IT equipment and consumer electronics in the C2C channel (PLN), by type of equipment, 2020-2029.....	105
39. PMR forecast: Average price of used IT equipment and consumer electronics in the B2C channel (PLN), by type of equipment, 2020-2029.....	106
40. Place of purchase of selected categories of used equipment by Poles in the last 12 months (%), 2024.....	108

41. Share of Poles who purchased a selected product in the used equipment category for themselves or another person (%), by C2C and B2C channel, 2024 .....	109
42. PMR forecast: Value of the used IT equipment and consumer electronics market in the online channel in Poland (PLN m), by type of equipment, 2020-2029 .....	111
43. PMR forecast: Share of the online channel in the value of the used IT equipment and consumer electronics market in Poland (%), by type of equipment, 2020-2029 .....	112
44. PMR forecast: Value of the used IT equipment and consumer electronics market in the offline channel in Poland (PLN m), by type of equipment, 2020-2029 .....	112
45. Amount spent by Poles on the purchase of used equipment in the C2C channel in the last 12 months (%), by online and offline channel, 2024 .....	116
46. Amount spent by Poles on the purchase of used equipment in the B2C channel in the last 12 months (%), by online and offline channel, 2024 .....	116
47. Allegro: Products available in the category of used IT equipment and consumer electronics .....	127
48. OLX: Products available in the category of used IT equipment and consumer electronics, 2024 .....	129
49. RTV Euro AGD/Euro-net: Products available in the category of used IT equipment and consumer electronics, 2024 .....	131
50. NEONET: Products available in the category of used IT equipment and consumer electronics, 2024 .....	132
51. Media Expert: Products available in the category of used IT equipment and consumer electronics, 2024 .....	134
52. Media Markt/Media Saturn Online: Products available in the category of used IT equipment and consumer electronics, 2024 .....	136
53. GOLD-MONEY: Products available in the category of used IT equipment and consumer electronics, 2024 .....	138
54. Loombard Polska: Products available in the category of used IT equipment and consumer electronics, 2024 .....	139
55. Lombard 66: Products available in the category of used IT equipment and consumer electronics, 2024 .....	140
56. Luxtrade: Products available in the category of used IT equipment and consumer electronics, 2024 .....	142
57. HokoLab: Products available in the category of used IT equipment and consumer electronics, 2024 .....	143
58. Renewd: Products available in the category of used IT equipment and consumer electronics, 2024 .....	144
59. Refurbed: Products available in the category of used IT equipment and consumer electronics, 2024 .....	145
60. Refurbed: Products available in the category of used IT equipment and consumer electronics, 2024 .....	146
61. Orange: Number of used and refurbished devices collected and reintroduced to the market in Poland (thousand), 2022-2023 .....	147
62. Morele.net: Products available in the category of used IT equipment and consumer electronics, 2024 .....	149

63. AT-OUTLET: Products available in the category of used IT equipment and consumer electronics, 2024.....	150
64. Electro Garden: Products available in the category of used IT equipment and consumer electronics, 2024.....	151
65. MDM Komputery: Products available in the category of used IT equipment and consumer electronics, 2024.....	152
66. smartSPOT: Products available in the category of used IT equipment and consumer electronics, 2024.....	153
67. Device Europe: Products available in the category of used IT equipment and consumer electronics, 2024.....	154
68. Computer Alliance: Products available in the category of used IT equipment and consumer electronics, 2024.....	155
69. MMCOMP: Products available in the category of used IT equipment and consumer electronics, 2024.....	156
70. POLBIT: Total sales revenue (PLN m), 2021-2022.....	157
71. POLBIT: Products available in the category of used IT equipment and consumer electronics, 2024.....	157
72. AMSO: Products available in the category of used IT equipment and consumer electronics, 2024.....	158
73. MONUMENT9: Products available in the category of used IT equipment and consumer electronics, 2024.....	159
74. CeX Limited: Products available in the category of used IT equipment and consumer electronics, 2024.....	160
75. Digital Care: Products available in the category of used IT equipment and consumer electronics, 2024.....	162
76. Kompre: Products available in the category of used IT equipment and consumer electronics, 2024.....	163
77. Netland Computers: Products available in the category of used IT equipment and consumer electronics, 2024.....	165
78. Rnew: Products available in the category of used IT equipment and consumer electronics, 2024.....	166
79. HitITgroup: Products available in the category of used IT equipment and consumer electronics, 2024.....	168
80. WEBdev: Products available in the category of used IT equipment and consumer electronics, 2024.....	169
81. Laurem: Products available in the category of used IT equipment and consumer electronics, 2024.....	171
82. EVK: Products available in the category of used IT equipment and consumer electronics, 2024.....	172
83. Laptop Factory: Products available in the category of used IT equipment and consumer electronics, 2024.....	173
84. Size of subsamples for the used IT equipment and consumer electronics categories studied, May 2023.....	176



PMR | MARKET EXPERTS

## PMR is a leading research and consulting company in Poland.

As experts in **consultancy and advisory services**, we specialise in providing **business solutions** for a variety of industries and businesses. Our services cover a range of areas, including **market analysis, business strategy, marketing** and **sales, finance** and **project management**, and the solutions we offer are always adapted to the **individual** needs and requirements of our client.

We provide **unique market research** not only in **Europe**, but also **globally** with development forecasts in the economic, technological and social areas. In our work, we cross-reference data from primary and secondary sources, which combined with over **25 years of experience** enables us to achieve **very high precision in our results**. We also identify key trends and events driving market changes in the short and long term.

We also offer **industry reports** on the markets in Poland and other European countries. We specialise in such industries as **retail, ICT, construction, healthcare and pharmaceuticals**.



For years, we have been **coordinating and carrying out field research across Europe** and conducting B2B surveys using CATI and TDI techniques. We are a member of **ESOMAR** (European Society of Opinion and Marketing Research Professionals), with its mission to raise the **quality and ethical standards** of public opinion and market research.



**PMR's multidisciplinary team** consists of experienced **business consultants, qualitative and quantitative researchers, economists, econometricians** and **sociologists** who have the necessary **skills and knowledge** to help our clients **succeed** in the competitive business world.

## PMR offers:

### CONSULTING AND ADVISORY



- Development strategy
- Marketing and sales
- Mergers, acquisitions and PMI
- Due diligence

### DIGITAL TRANSFORMATION



- Digital strategy
- Digital transformation

### MARKETING STUDIES



- Surveys
- Qualitative interviews
- Fieldwork studies

### MARKET KNOWLEDGE



- Industry reports
- Industry insights
- Market research on request



ICT



CONSTRUCTION



PHARMA



RETAIL

# PMR Reports



... and many more on: [www.mypmr.pro](http://www.mypmr.pro)

PMR Ltd. Sp. z o.o.

ul. Królewska 57  
30-081 Kraków, Polska  
NIP: 676-20-95-189  
Tel. +48 609 290 093

e-mail: [info@pmrcorporate.com](mailto:info@pmrcorporate.com)  
[www.pmrmarketexperts.com](http://www.pmrmarketexperts.com)  
[www.mypmr.pro](http://www.mypmr.pro)  
[linkedin.com/company/pmr](https://linkedin.com/company/pmr)