

# RETAIL MARKET OF HOME APPLIANCES, ELECTRONICS AND DIGITAL MEDIA IN POLAND 2026

MARKET ANALYSIS AND DEVELOPMENT  
FORECASTS FOR 2026-2031



The year 2025 marked another phase of strong growth in the market for consumer electronics, home appliances and electronic equipment in Poland, recording a nominal increase of nearly 7% compared to the previous year. In 2025, the market showed higher momentum than in 2024, both in nominal and real terms. This acceleration results from the continued improvement in the financial situation of Polish consumers, driven by the delayed effect of record real wage growth in 2024, combined with the still solid pace of wage growth in the current year and an improvement in the housing market.

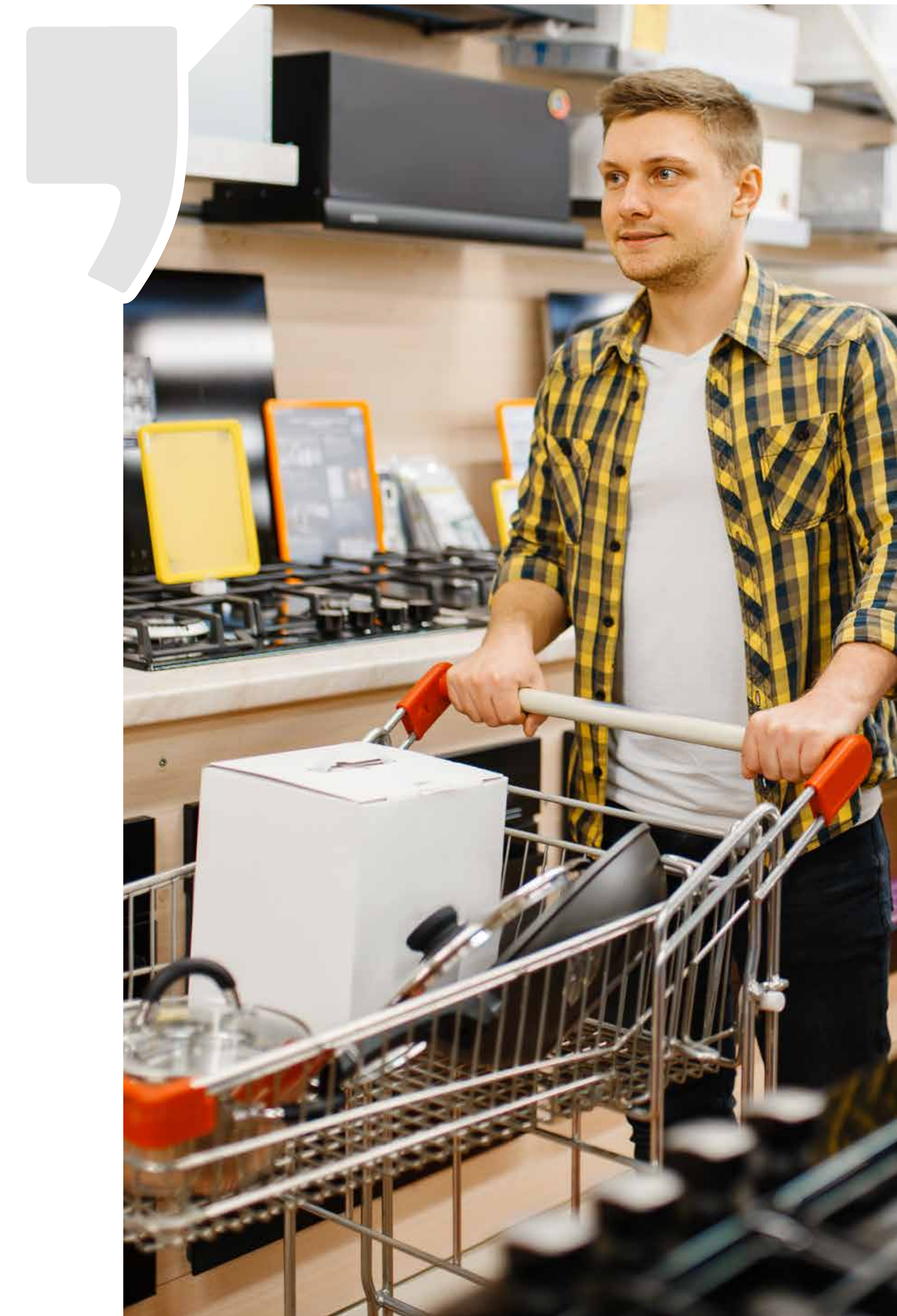
In 2025, the largest distribution channel for the consumer electronics, home appliances and electronic equipment market in Poland was online sales, which in recent years has remained the fastest-growing segment - both in online stores and marketplace platforms (mainly Allegro), supported by the increasing share of cross-border sales.

Consumers remained strongly price-sensitive, although the first signs of stabilization in purchasing behavior were visible - they were less likely to postpone purchases due to price and more often chose products that better matched their needs rather than the cheapest options. At the same time, they increasingly made more conscious decisions by comparing offers within the same retail chain, using promotions, and making "stock-up" purchases. These changes had a positive impact on the market, increasing its momentum and stability.

**Karolina Szalas**

Senior Retail Market Analyst, PMR Market Experts by Hume's Institute

Author of the report „Retail market of home appliances, electronics and digital media in Poland 2026”





## Board and C-Level

Strategic development directions for the retail market through 2031. Justification of investment decisions based on long-term forecasts.

## Sales Department

Sales channel optimization (online vs. brick-and-mortar). Setting realistic targets for product segments and regions based on data.

## Marketing Department

Campaign targeting and communication building. Aligning strategies with detailed consumer profiles and their information sources.

## Finance Department

Revenue forecasting. Budgeting based on macroeconomic forecasts (inflation, purchasing power) and total market value.

## Purchasing/Category Department

Identification of the fastest-growing product categories and trends. Support for negotiations with suppliers and assortment optimization.

## Analysis/BD Department

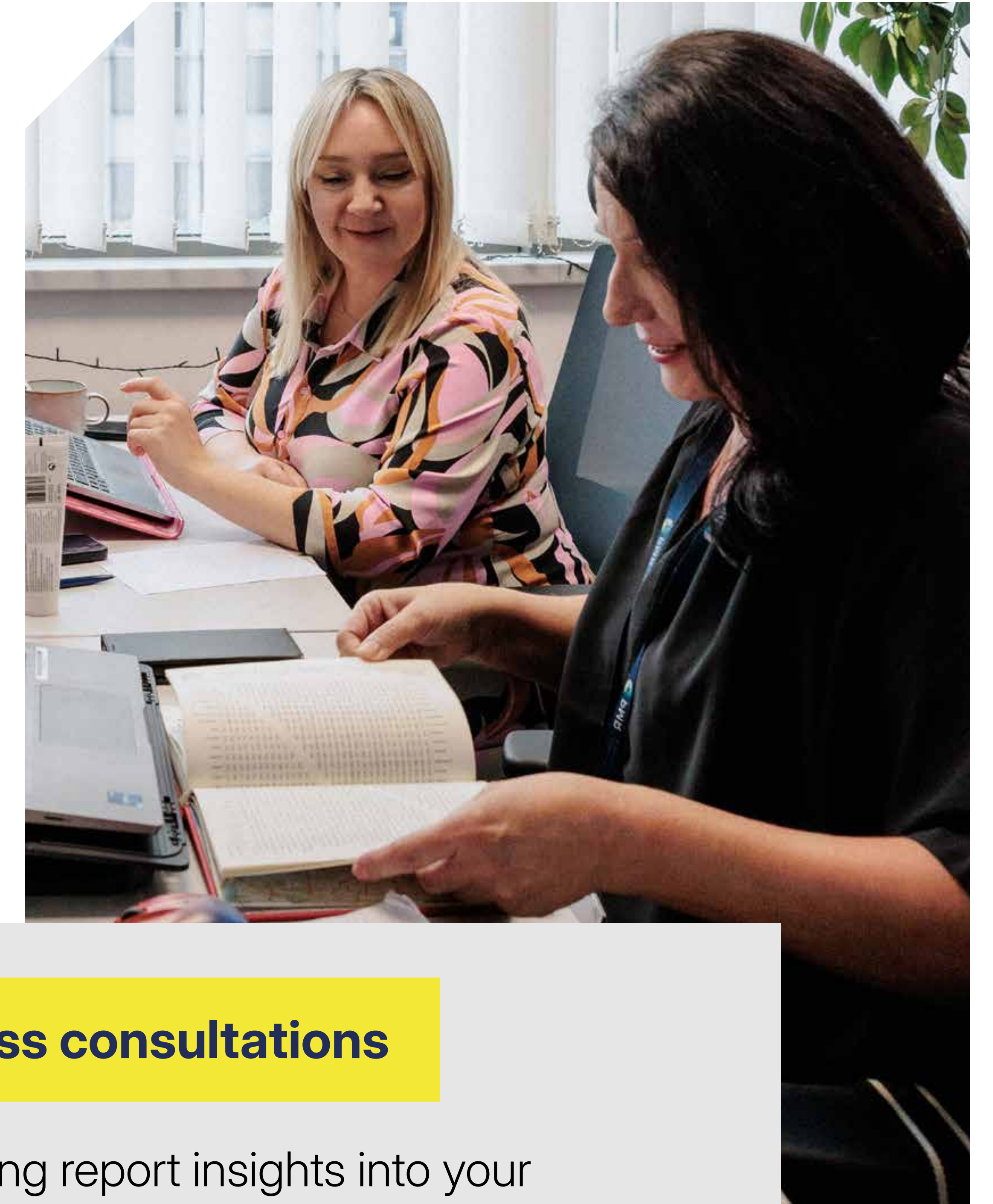
Competitor benchmarking (shares, chains). Identification of market niches and expansion potential in the electronic equipment sector.

**Investing in our report means gaining a comprehensive toolkit and expert support that extends far beyond a simple data set.**

## THE REPORT PACKAGE INCLUDES:

- Main Report (PDF): In-depth analysis of retail market of home appliances, electronics and digital media in Poland, including projections through 2031.
- Executive Summary (PowerPoint): High-level insights and strategic trajectories tailored for swift Board and C-Level reporting.
- Database (Excel): Comprehensive datasets facilitating autonomous data processing and internal business modeling.

**At PMR Market Experts, we ensure our reports serve as practical tools for business decision support, complemented by direct access to the professional guidance and expertise of our analysts.**



### Q&A Support

Our analysts are at your disposal to discuss methodology and address any inquiries, ensuring you gain a comprehensive understanding of every insight within the report.

**INCLUDED IN THE REPORT PRICE**

### Report presentation

A high-level presentation of key insights designed to support internal kick-offs and facilitate knowledge sharing across teams.

**INDIVIDUAL PRICING**

### Business consultations

Translating report insights into your company's specific challenges through strategic discussions with our experts on optimal growth trajectories and action plans.

**INDIVIDUAL PRICING**

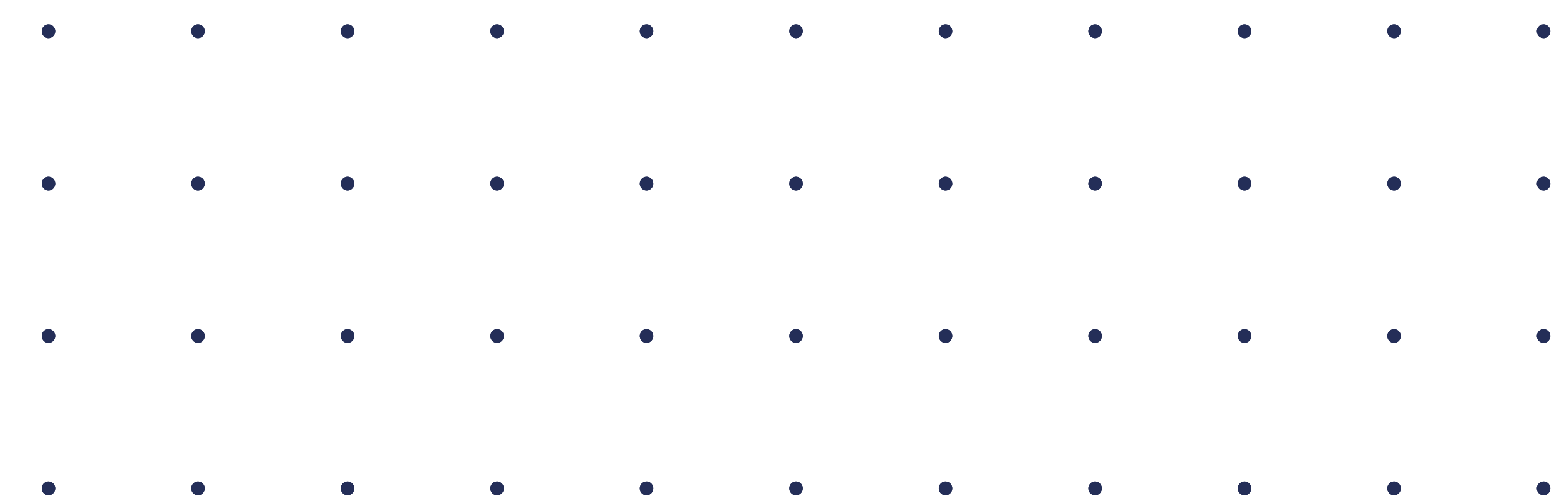


## Market valuation and projections

- ↳ Presentation of the retail market value for consumer electronics and household appliances (2022-2025), along with detailed **development forecasts through 2031**.
- ↳ **Price change forecasts** for the consumer electronics and household appliances market, along with other key macroeconomic and demographic factors affecting demand.
- ↳ Presentation and analysis of **key factors and trends affecting the market** – including demand, supply, legal, and technological aspects.

## Product segmentation and channel structure

- ↳ Analysis and development forecasts for **individual categories through 2031**, including: large and small household appliances, consumer electronics, IT equipment, phones, and other electronic devices.
- ↳ **Sales channel dynamics through 2031**, with an analysis of the potential of e-commerce and traditional retail.



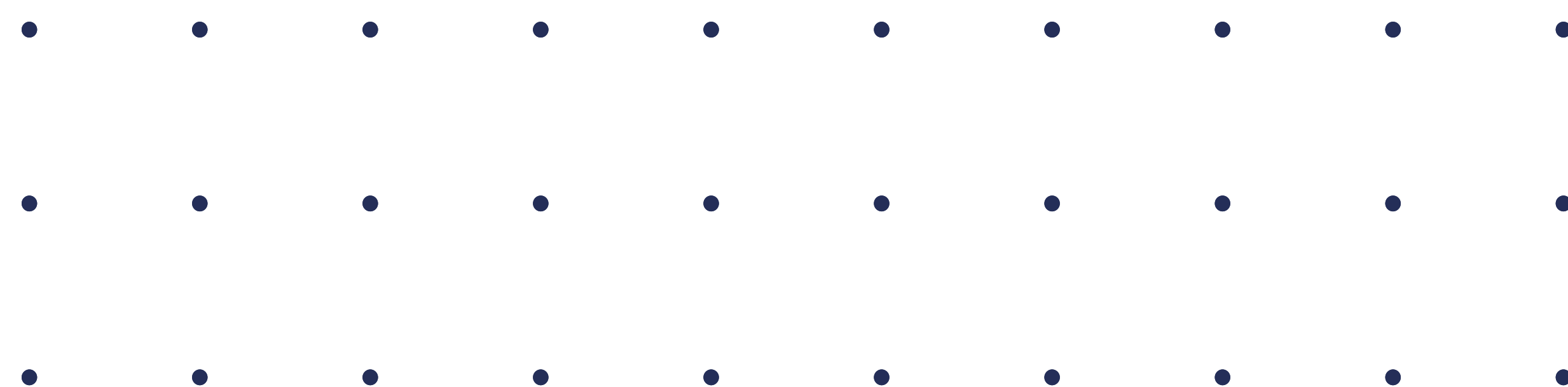


## Consumer profile and demand analysis

- ↳ Presentation and **analysis of consumer behavior** when purchasing consumer electronics and household appliances.
- ↳ **Study of the impact of inflation and other factors on Poles' shopping strategies** (e.g., cheaper alternatives, seeking promotions, choosing premium brands).
- ↳ **Analysis of key information sources used by customers** when selecting equipment and the popularity of private labels in grocery discounters.

## Benchmarking and key players

- ↳ **Analysis and profiling of major entities in the retail market** for consumer electronics and household appliances, including their estimated sales value.
- ↳ **Data on sales dynamics and the market share of the largest players**, facilitating benchmarking and the assessment of their dominance.



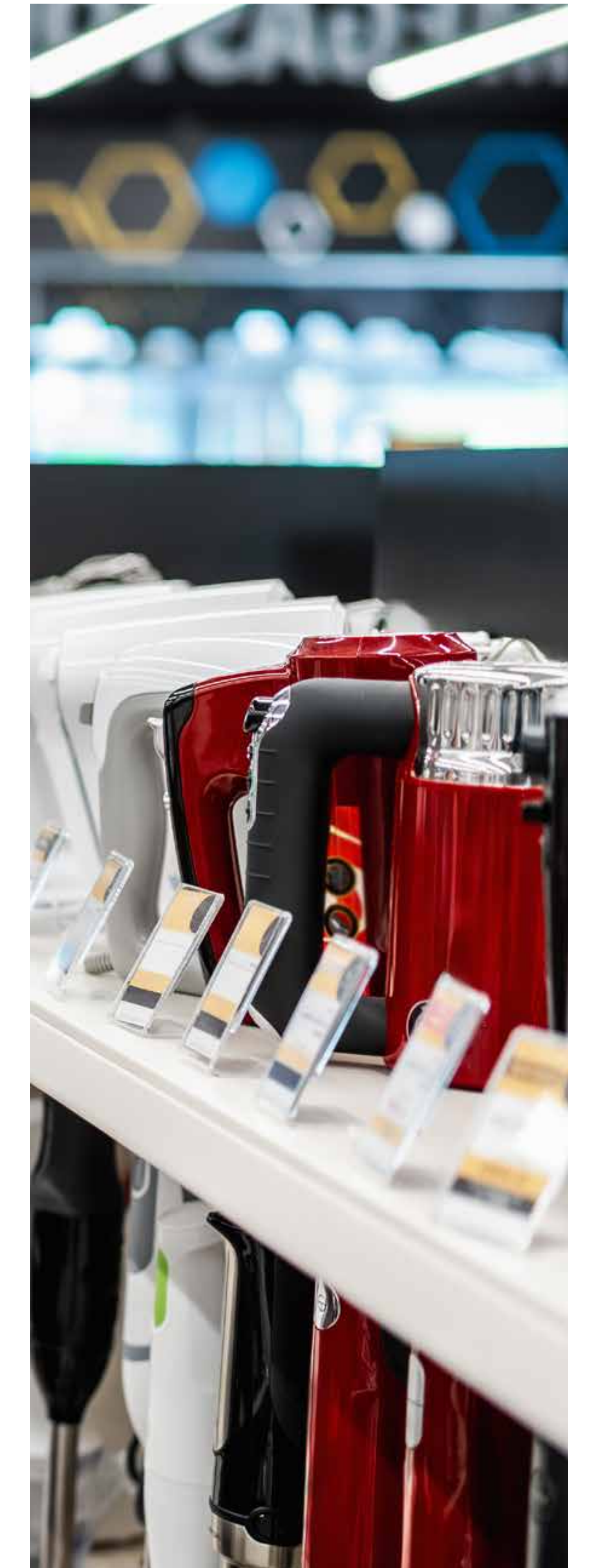


## Sales channels

- ↳ online sales
- ↳ specialized chains
- ↳ mobile operators
- ↳ independent specialized stores
- ↳ grocery stores
- ↳ other channels

## Product categories

- ↳ large household appliances
- ↳ small household appliances
- ↳ consumer electronics and photographic equipment
- ↳ IT equipment and phones
- ↳ other electronic equipment





## Methodology and sample size

- ↳ Research method: survey conducted using the CAWI technique.
- ↳ Sample size: study conducted in november 2025 with a sample of n=808.
- ↳ Purposive sampling: the study included only individuals who purchased new large/small appliances, electronics, photo gear, computers, or phones in the past year.

## Key research areas – what did we ask consumers?

- ↳ Inflation impact: cheaper alternatives, hunting for promos, and premium brand choices.
- ↳ Info sources: key channels used to research equipment (reviews, price comparison sites, etc.).
- ↳ Ownership & demand: household equipment levels and demand for value-added services.
- ↳ Brands & trends: popularity of discount store private labels, eco-awareness, and rental potential.
- ↳ Buyer profile: sociodemographic data of decision-makers and household characteristics.



## Scope of PMR Market Experts by Hume's forecasts

The report provides forecasts for key segments and the macroeconomic environment:

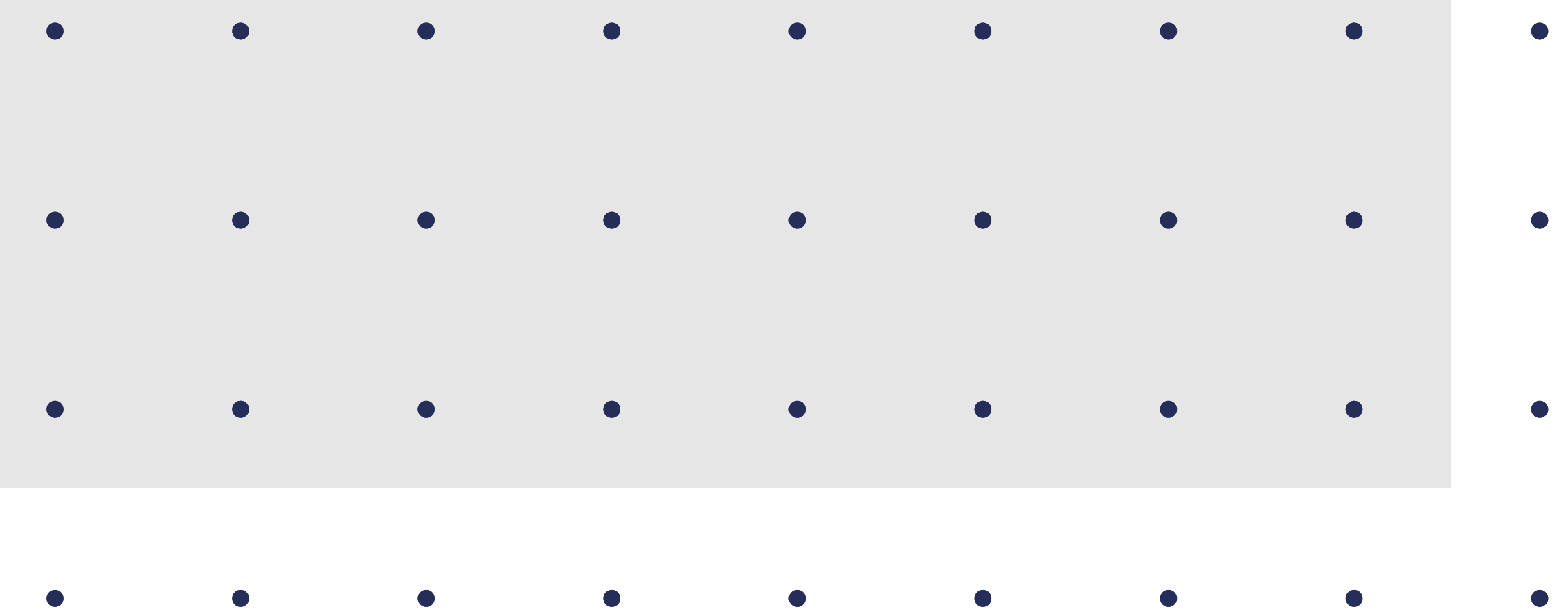
- ↳ Market value: forecasts for the total sales value of consumer electronics and household appliances.
- ↳ Product segments: growth outlook for categories (large/small appliances, electronics, photo, it, and phones).
- ↳ Sales channels: market structure forecasts divided by channels (e.g., e-commerce).

## Advanced macroeconomic input

The forecasts are supported by a detailed analysis of selected macroeconomic indicators, key to demand dynamics::

- ↳ GDP: forecasts for GDP per capita and real GDP growth.
- ↳ Income and wages: real growth of household disposable income and average monthly gross wage.
- ↳ Inflation: CPI inflation forecasts.
- ↳ Demographics: the number of residents in Poland and the shares of specific demographic groups
- ↳ Labor market: the annual average LFS (BAEL) unemployment rate.

**The accuracy of forecasts published in PMR Market Experts by Hume's reports is exceptionally high, with a typical error level (MAPE) usually below 3%.**



**1 Polish electronics & appliances: market overview & outlook**  
Market value and outlook through 2031, featuring an analysis of all major market segments broken down by online and offline channels.

**2 Access to precise forecasts for 2026-2031**  
The report provides 5-year projections developed using advanced econometric models (including ARIMA, VAR, and multiple regressions).

**3 Cross-segment and channel comparisons**  
Identify the fastest-growing categories and channels to pinpoint high-yield investment opportunities (e.g., e-commerce, non-food discounters).

**4 Insight into consumer behavior and preferences**  
Buyer profile, purchase frequency, store selection factors, the impact of promotions, social media, and eco-friendly trends.

**5 Competitor analysis and market shares**  
Ranking of market leaders along with sales dynamics, market shares, number of stores, and performance indicators.

**6 Macroeconomic and demographic market drivers**  
Forecasts for key indicators including CPI inflation, GDP, disposable income, population size, and demographic segments.

**7 Benchmarking of own sales**  
Compare company results with market dynamics and benchmark operational indicators against industry leaders.

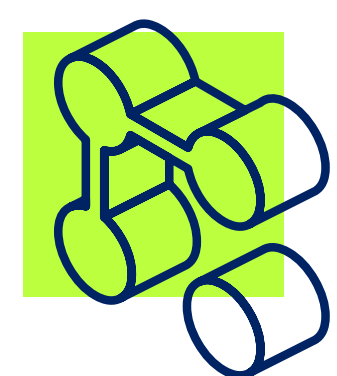
**8 Strategic and investment decision support**  
The report provides essential analytics for banks and investment funds, supporting valuation processes, territorial expansion planning, and profitability assessments for new projects.

**9 Additional materials: raw data in Excel**  
Enables independent data aggregation, custom analysis, and the development of internal organizational models.

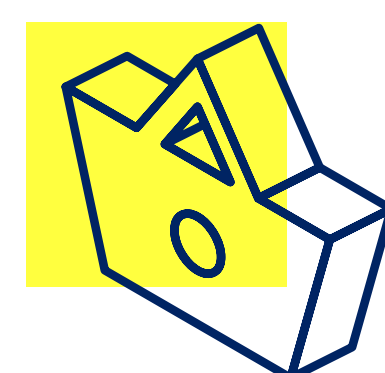
**10 Proprietary research and expertise**  
Combined data sources (primary and secondary), 20+ years of market experience, and a methodology based on dozens of variables.

## PMR Market Experts is a brand of market reports developed by Hume's Institute.

At **PMR Market Experts**, we have been producing cyclical industry reports for over 20 years. Our core specializations include::



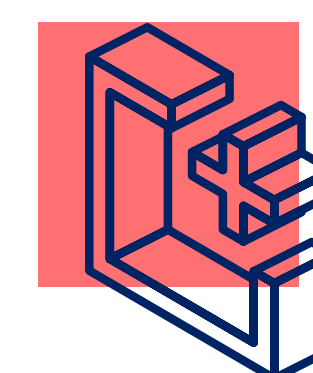
**Digital & ICT**



**Retail**



**Pharma & Healthcare**



**Construction**

Our reports are more than just a collection of facts – they provide reliable knowledge built on proven methodology. By combining primary and secondary data with proprietary algorithms and econometric models, we deliver precise insights into market value, dynamics, segmentation, and key industry players.

We are part of the **Hume's Institute** – a 360-degree research agency specializing in quantitative and qualitative research, market forecasting, and predictive analytics.

The synergy between PMR Market Experts' data verification experience and Hume's Institute's unique insights and verified forecasts provides our clients with actionable knowledge and a competitive edge.

To date, over 600 clients worldwide have trusted our services. We have analyzed more than 5,000 brands across over 50 markets. Our reputation is built on the trust of global leaders – **we cooperate with 70% of the Fortune 500 companies.**

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years of experience

**600+**

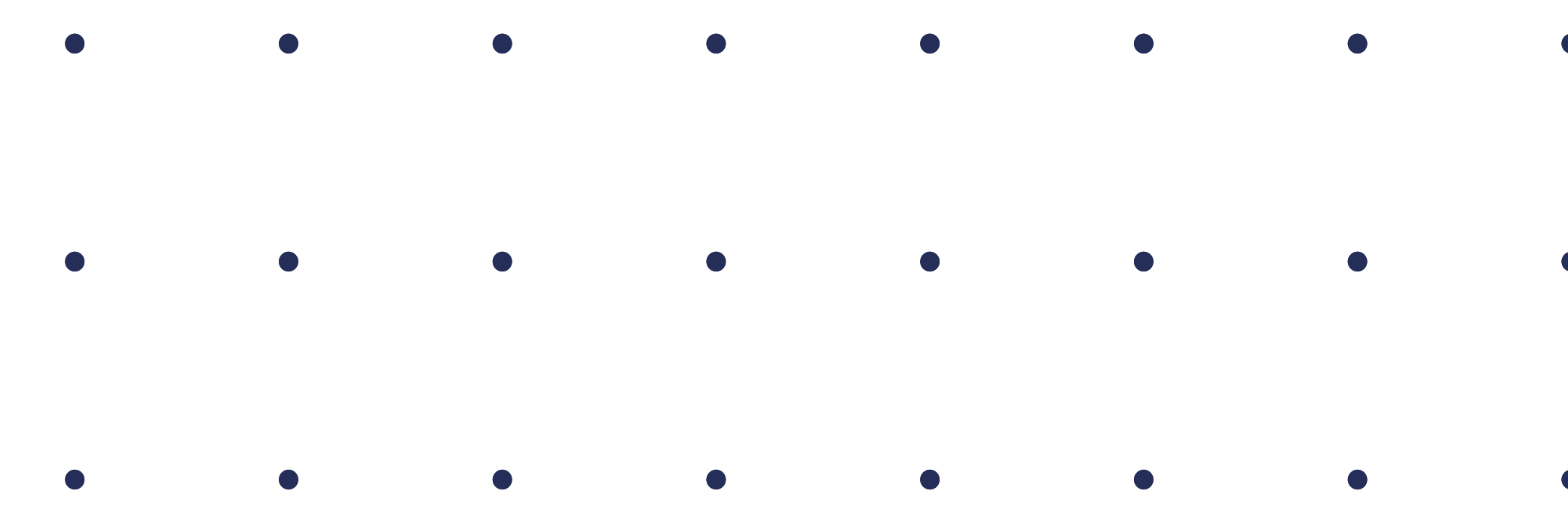
global clients

**5 000+**

brands researched

**50+**

countries analyzed



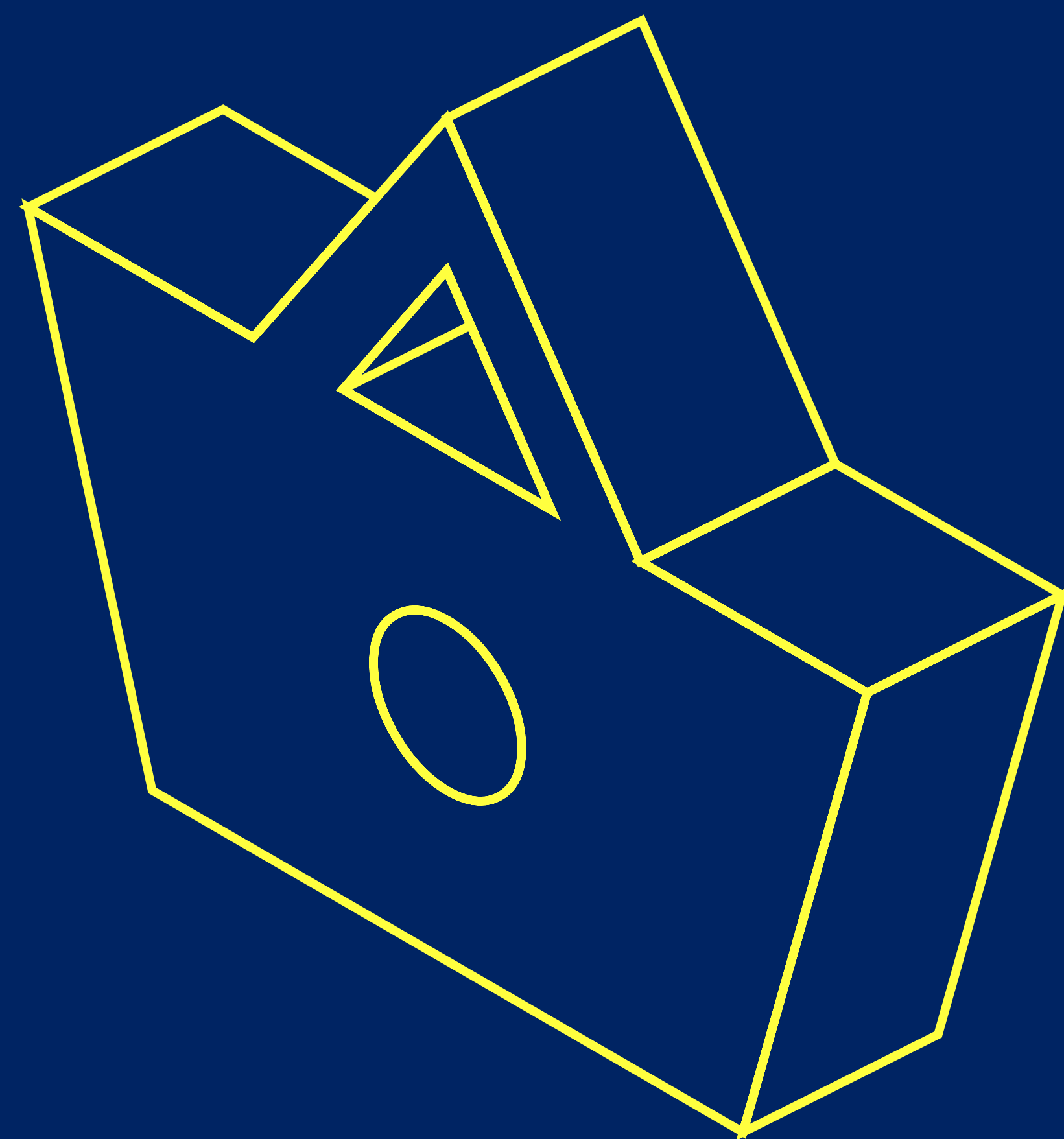
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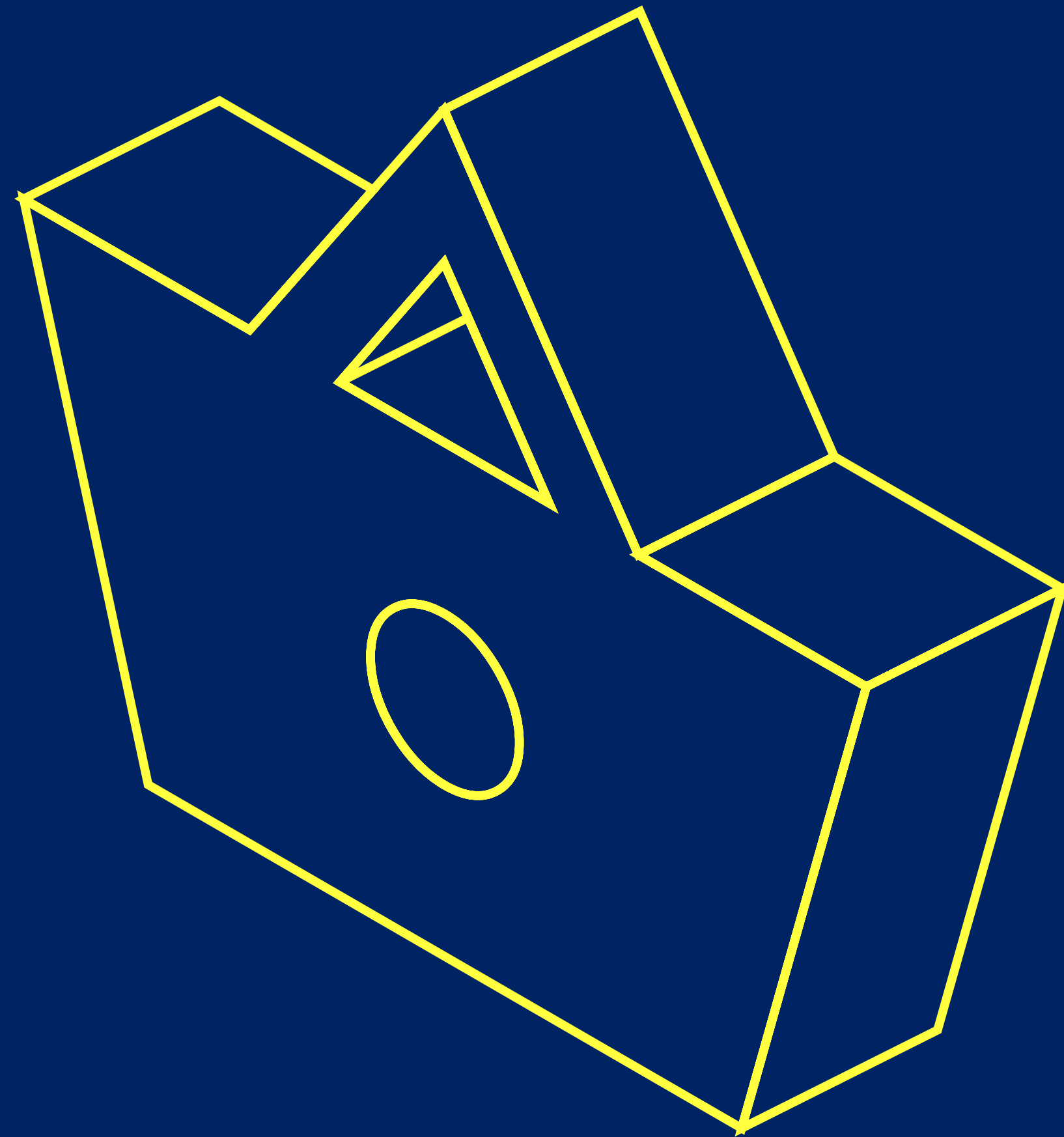
# REPORTS RETAIL 2026

## FMCG

- **Cosmetics** retail market in Poland
- **Grocery** retail market in Poland

## NON-FOOD

- **Clothing and footwear** retail market in Poland
- **Sports goods** retail market in Poland
- **Children's products** retail market in Poland
- **DIY** retail in Poland
- **DIY** retail in Romania
- **Home furnishings** retail market in Poland
- Retail market of **home appliances, electronics and digital media** in Poland
- **Non-food discounters** market in Poland
- **Retail** market in Poland (2025)



# REPORTS RETAIL 2026

## GASTRONOMY

- **HoReCa** market in Poland
  - ↳ additional data update: March, September, December
- **HoReCa supply** market in Poland
- **Food to Go** retail market in Poland
- **Diet catering** market in Poland
- **Diet catering** market in the Czech Republic

## E-COMMERCE

- **Online** retail market in Poland

## WEEKLY

- **PMR Retail Insight** (Poland, Hungary, Romania, Slovakia, Czech Republic)

# Can't find the answer you need? **We will dive deep into your specific topic and deliver a custom solution!**

At Hume's Institute, we offer customized, in-depth analyses, focusing on research ranging from trend exploration and market future modeling to customer segmentation and innovation testing. We help our clients find answers to their key questions by delivering reliable, fact-based knowledge in both the B2B and B2C sectors.

## WE CAN SUPPORT YOU IN 6 STRATEGIC BUSINESS AREAS:

### Market

Market potential and structure analysis. 5-year forecasts, scenario modeling, and trend identification.

### Customer

Segmentation and decision-making process mapping. Satisfaction surveys and identification of hidden needs.

### Products

Innovation and product concept testing, optimization of product portfolio, pricing, and key decision-making attributes.

### Competition

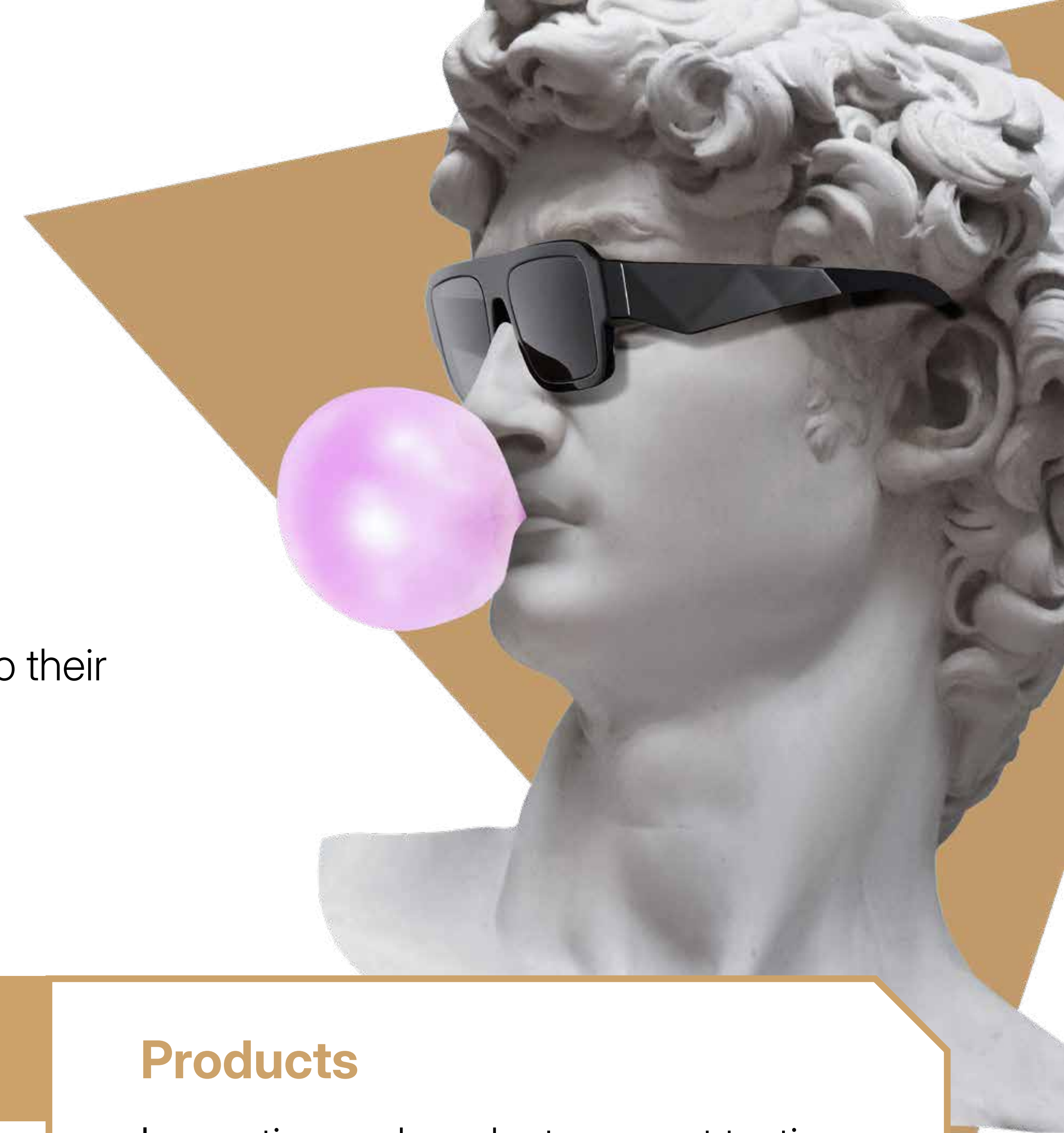
Benchmarking, analysis of key players' strategies, and monitoring of competitors' future actions.

### Distribution

Optimal sales channel analysis and effectiveness. Research into purchasing processes across channels.

### Marketing and Communication

Effectiveness research of campaigns and communication alignment. Brand image and positioning audit.



# Contact



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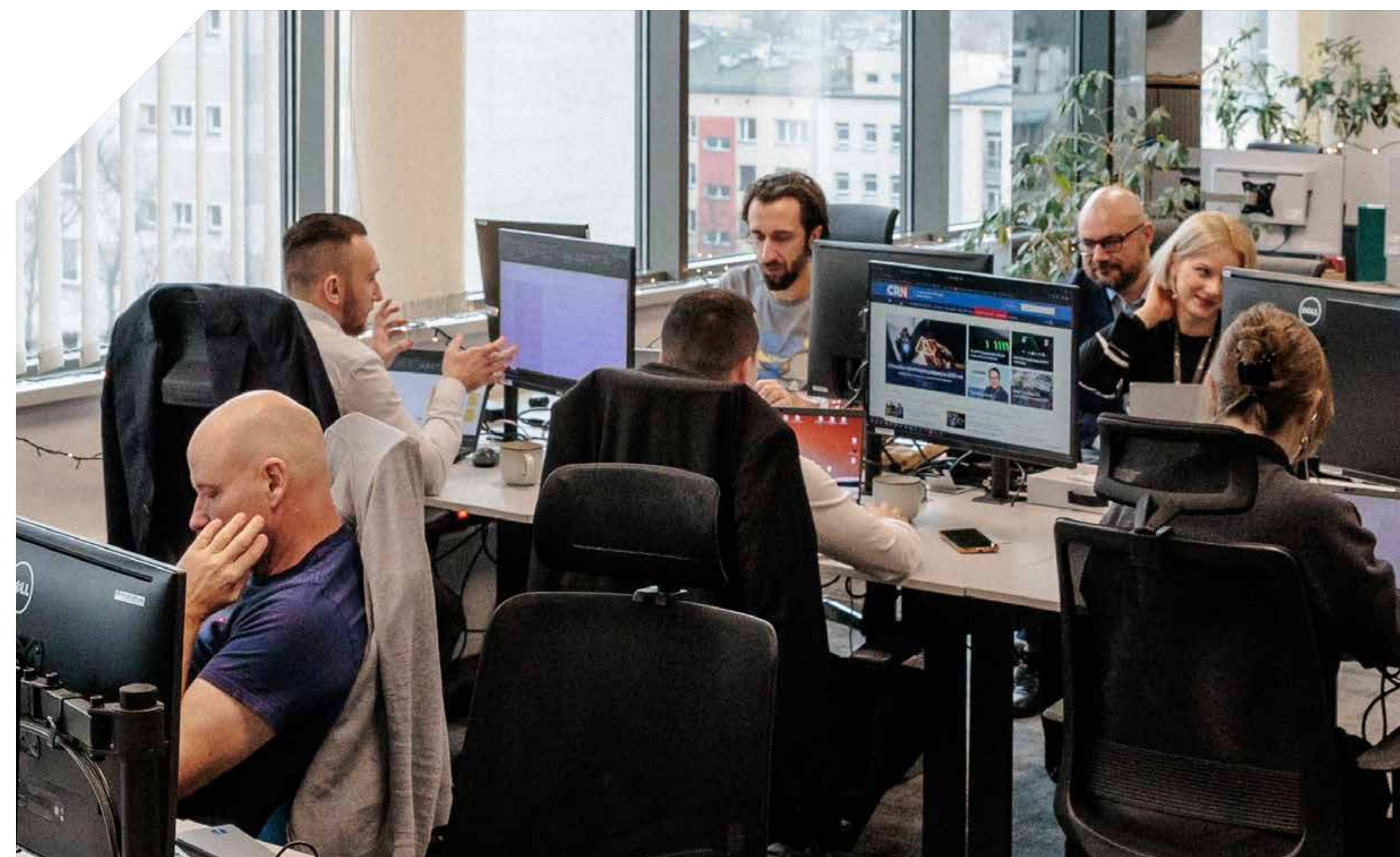
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