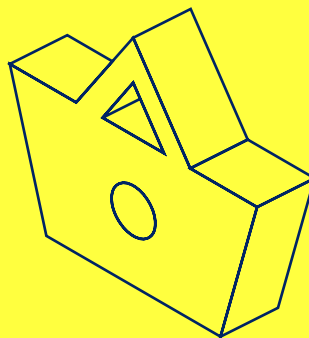




PMR RETAIL
EXPERTS

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

Market analysis and development
forecasts for 2026-2031



© 1996–2025+ PMR MARKET EXPERTS

Table of contents

Executive summary » 11

Value of the retail market of home appliances, electronics and digital media in Poland in 2022-2025 and PMR forecast for 2026-2031 » 27

Main trends and key factors influencing the market of home appliances, electronics and digital media » 30

Demand-side factors » 32

Impact of inflation on Poles' purchasing decisions remains stable » **32**

Purchasing strategies in relation to prices: cheaper alternatives, search for promotions, premium brands » **33**

Households equipment with home appliances, electronics and digital media products » **35**

Key sources of information when choosing home appliances/electronics » **38**

Lack of trust in private labels in the electronics category » **40**

Consumer loyalty – Poles are loyal to proven brands and stores » **42**

Environmentally friendly choices as an uncommon shopping practice among Poles » **43**

Use of additional services when purchasing electronics » **44**

New product segments in electronic stores, with only occasional purchases » **45**

Buying used electronics still a niche » **48**

Consumer electronics, computers and gadgets – purchases driven by aspiration and novelty » **50**

Purchases of household appliances determined by the product life cycle » **52**

Supply-side factors » 54

Marketplace boom or is the channel entering a phase of transformation? » **54**

Offensive by Asian platforms » **55**

Growing smartphone penetration » **56**

Home renovations as an opportunity to replace electronics » **57**

Retail parks as potential locations for electronics stores	»	59
Technological factors	»	62
M-commerce: mobile shopping for home appliances, electronics and digital media	»	62
Smart retail: IoT and automation	»	63
Development of IoT and automation in stock management	>	63
Rapid development of AR and VR technologies in retail	>	63
Use of AI in data analysis and offer customisation	>	63
Balanced technological solutions	>	63
ChatGPT as an electronics sales platform – low consumer interest	»	64
TikTok Shop: potential or a passing trend?	»	65
Buyers of electronics under the influence of the media	»	66
Macroeconomic and demographic factors	»	67
General macroeconomic outlook	»	67
Overall price growth rate and price index for home appliances, electronics and digital media	»	68
Labour market situation in Poland	»	69
Population's financial situation	»	70
Interest rates and demand for mortgage loans	»	71
Situation in the residential market	»	72
Demographics	»	73
War in Ukraine and the geopolitical environment	»	74
Global trade tensions	>	74
War in Ukraine	>	74
Global trade tensions	>	75
Legal factors	»	75
E-commerce platform sales tax	»	76
Chinese platforms under EU scrutiny	»	77
AI Act – first regulations governing the use of AI in commerce	»	78
E-commerce under greater regulatory control	»	78
Electronics and battery sales under regulatory pressure	»	79
Potential easing of Sunday trading ban	»	79

Consumer profile of home appliances, electronics and digital media buyers in Poland » 80

Penetration of electronics purchases » 80

Socio-demographic profile of households purchasing home appliances, electronics and digital media in Poland » 81

Socio-demographic profile of household decision-makers purchasing home appliances, electronics and digital media in Poland » 82

Types of products purchased » 83

Product categories in the retail market of home appliances, electronics and digital media in Poland » 85

Market value in 2022-2025, by category, and PMR forecast for 2026-2031 » 85

“Computers and telephones” category products » 87

Value of the “Computers and telephones” category products market in 2022-2025 and PMR forecast for 2026-2031 » 87

Consumer in the “Computers and telephones” category » 88

Socio-demographic profile of households purchasing products in the “Computers and telephones” category > 89

Socio-demographic profile of household decision-makers purchasing products in the “Computers and telephones” category > 89

Purchases of “Computers and telephones” category products > 91

Most popular places to buy computers and telephones > 92

Factors influencing the purchase of computers and telephones > 94

Role of promotion when buying computers and telephones > 94

Most popular product brands in the “Computers and telephones” category > 95

Method of purchasing products in the “Computers and telephones” category > 96

Households equipment with small home appliances and purchase plans > 97

Searching for information on products from the “Computers and telephones” category prior to purchase > 98

“Large home appliances” category products >> 100

Value of the “Large home appliances” category products market in 2022-2025 and PMR forecast for 2026-2031 >> 100

Consumer in the “Large home appliances” category >> 101

Socio-demographic profile of households purchasing products in the “Large home appliances” category > **101**

Socio-demographic profile of household decision-makers purchasing products in the “Large home appliances” category > **102**

Purchases of “Large home appliances” category products > **104**

Most popular places to buy large home appliances > **105**

Factors influencing the purchase of large home appliances > **106**

Role of promotion when buying large home appliances > **107**

Most popular product brands in the “Large home appliances” category > **108**

Method of purchasing products in the “Large home appliances” category > **108**

Households equipment with large home appliances and purchase plans > **109**

Searching for information on products from the “Large home appliances” category prior to purchase > **110**

“Consumer electronics and photography equipment” category products >> 112

Value of the “Consumer electronics and photography equipment” category products market in 2022-2025 and PMR forecast for 2026-2031 >> 112

Consumer in the “Consumer electronics and photography equipment” category >> 113

Socio-demographic profile of households purchasing products in the “Consumer electronics and photography equipment” category > **113**

Socio-demographic profile of household decision-makers purchasing products in the “Consumer electronics and photography equipment” category > **114**

Purchases of “Consumer electronics and photography equipment” category products > **115**

Most popular places to buy consumer electronics and photography equipment > **117**

Factors influencing the purchase of consumer electronics and photography equipment > **119**

Role of promotion when buying consumer electronics and photography equipment > **120**

Most popular product brands in the “Consumer electronics and photography equipment” category > **120**

Method of purchasing products in the “Consumer electronics and photography equipment” category > **121**

Households equipment with consumer electronics and photography equipment and purchase plans > **121**

Searching for information on products from the “Consumer electronics and home appliances” category prior to purchase > **122**

“Small home appliances” category products >> 123

Value of the “Small home appliances” category products market in 2022-2025 and PMR forecast for 2026-2031 >> 123

Value of individual product subcategories of “Small home appliances” in 2025 >> 124

Consumer in the “Small home appliances” category >> 125

Socio-demographic profile of households purchasing products in the “Small home appliances” category > **125**

Socio-demographic profile of household decision-makers purchasing products in the “Small home appliances” category > **126**

Purchases of “Small home appliances” category products > **127**

Most popular places to buy small home appliances > **129**

Factors influencing the purchase of small home appliances > **132**

Role of promotion when buying small home appliances > **133**

Most popular product brands in the “Small home appliances” category > **133**

Households equipment with small home appliances and purchase plans > **137**

Method of purchasing products in the “Small home appliances” category > **138**

Searching for information on products from the “Small home appliances” category prior to purchase > **139**

“Other electronic equipment” category products >> 141

Value of the “Other electronic equipment” category products market in 2022-2025 and PMR forecast for 2026-2031 >> 141

Consumer in the “Other electronic equipment” category >> 142

Socio-demographic profile of households purchasing products in the “Other electronic equipment” category > **142**

Socio-demographic profile of household decision-makers purchasing products in the “Other electronic equipment” category > **143**

Purchases of “Other electronic equipment” category products > **144**

Most popular places to buy other electronic equipment > **146**

Households equipment with other electronic equipment and purchase plans > **147**

Method of purchasing products in the “Other electronic equipment” category > **147**

Distribution channels in the market of home appliances, electronics and digital media in Poland » 149

Market value in 2022-2025, by channel, and PMR forecast for 2026-2031 » 149

Market value in 2022-2025, by offline and online sales, and PMR forecast for 2026-2031 » 152

Online channel » 153

Sales value of home appliances, electronics and digital media in the online channel in 2022-2025 and PMR forecast for 2026-2031 » **153**

Major players in the online channel » **154**

Specialist store chains offering home appliances, electronics and digital media » 156

Sales value of home appliances, electronics and digital media in the specialist store chains channel in 2022-2025 and PMR forecast for 2026-2031 » **156**

Major players in the specialist store chains channel » **157**

Mobile network operators » 159

Sales value of home appliances, electronics and digital media in the mobile network operators channel in 2022-2025 and PMR forecast for 2026-2031 » **159**

Non-chain stores » 160

Sales value of home appliances, electronics and digital media in the non-chain stores channel in 2022-2025 and PMR forecast for 2026-2031 » **160**

Grocery stores » 161

Sales value of home appliances, electronics and digital media in the grocery stores channel in 2022-2025 and PMR forecast for 2026-2031 » **161**

Other channels » 163

Sales value of home appliances, electronics and digital media in other channels in 2022-2025 and PMR forecast for 2026-2031 » **163**

Largest companies in the retail market of home appliances, electronics and digital media in Poland » 165

Sales value, store count and shares in the market of home appliances, electronics and digital media in 2022-2025 » 165

Profiles of the major players in the retail market of home appliances, electronics and digital media » 170

Media Expert » 170

RTV Euro AGD » 172

MediaMarkt » 173

Allegro » 174

X-kom » 175

Methodology of the report » 176

List of graphs and tables » 187

About PMR » 198

List of graphs and tables

Value of the retail market of home appliances, electronics and digital media in Poland in 2022-2025 and PMR forecast for 2026-2031 » 27

Value (PLN m) and change (% YoY) of the retail market of home appliances, electronics and digital media in Poland 2022-2031 » 29

Compound annual growth rate (CAGR) of the value of the retail market of home appliances, electronics and digital media in Poland, 2022-2025 and 2026-2031 » 29

Main trends and key factors influencing the market of home appliances, electronics and digital media » 30

Main trends and key factors influencing the market of home appliances, electronics and digital media, 2025 » 31

Impact of demand-side factors and trends on the value of the market of home appliances, electronics and digital media in Poland, 2024-2031 » 32

Impact of inflation on consumer decisions in Poland (%), 2023-2025 » 33

Reduction of spending on home appliances, electronics and digital media by Poles (%), 2023-2025 » 33

Consumer attitudes towards prices of home appliances/electronics and digital media (average), 2024-2025 » 34

Consumer attitudes towards prices of home appliances/electronics and digital media (%), 2025 » 35

Selected home appliances, electronics and digital media products present in households in Poland (%), 2004, 2014 and 2024 » 36

Selected electronic products present in households in Poland (%), 2021-2024 » 37

Selected home appliances present in households in Poland (%), 2021-2024 » 38

Interest in selected sources of information before purchasing home appliances/electronics (%), by gender and age, 2025 » 39

Reason for following selected sources of information before purchasing home appliances/electronics (%), 2024-2025 » 40

Reason for following selected sources of information before purchasing home appliances/electronics (%), by gender and age, 2025 » 40

- Consumer attitudes towards purchasing private-label home appliances/electronics and digital media products (average), 2023-2025 » **41**
- Consumer attitudes towards purchasing private-label home appliances/electronics and digital media products (average, %), 2025 » **41**
- Most frequently chosen private-label brands (%), by category, 2025 » **42**
- Attitudes towards statements about favourite home appliances and electronics brands and stores (%), 2025 » **42**
- Agreement with statements regarding favourite home appliances and electronics brands and stores (%), by gender and age, 2025 » **43**
- Consumer attitudes towards eco-friendly solutions when purchasing home appliances and electronics (%), 2025 » **43**
- Additional services offered by stores with home appliances and electronics that were used (%), 2024-2025 » **44**
- Additional services offered by stores with home appliances and electronics that were used (%), by gender and age, 2025 » **45**
- Attitudes of buyers of home appliances and electronics towards statements about warranties and instalment purchases (%), 2025 » **45**
- Types of non-electronic products offered in home appliances and electronics stores (%), 2024-2025 » **46**
- Types of non-electronic products purchased in home appliances and electronics stores (%), by gender and age, 2025 » **47**
- Frequency of purchases of non-electronic products in home appliances and electronics stores (%), 2024-2025 » **47**
- Frequency of purchases of non-electronic products in home appliances and electronics stores (%), by socio-demographic characteristics, 2025 » **48**
- Purchase of second-hand home appliances and consumer electronics (%), 2025 » **49**
- Purchase of second-hand home appliances and electronics (%), by gender and age, 2025 » **50**
- Reasons for purchasing electronics and digital media (%), by category, 2025 » **51**
- Consumer attitudes towards waiting for a product launch (%), 2025 » **52**
- Reasons for purchasing household appliances (%), by category, 2025 » **52**
- Impact of supply-side factors and trends on the value of the market of home appliances, electronics and digital media in Poland, 2024-2031 » **54**

- Purchases of electronic equipment on e-commerce platforms (%), 2025 >> **55**
- Number of smartphone users (million) and smartphone penetration in Poland (%), 2021-2024 >> **56**
- Share of mobile phone owners accessing the mobile internet on their phones in Poland (%), 2022-2024 >> **57**
- Sales of smartphones in Poland (million units) and its change (% YoY), 2022-2026 >> **57**
- Time of last renovation in Poland (%), by socio-demographic characteristics, 2023-2024 >> **58**
- Types of rooms renovated (%), 2023/2024-2024/2025 >> **59**
- Largest modern completed retail projects, 2024 >> **61**
- Impact of technological factors and trends on the value of the market of home appliances, electronics and digital media in Poland, 2024-2031 >> **62**
- Percentage of buyers of electronics and household appliances using a smartphone (%), 2025 >> **63**
- Methods of product search during online shopping (%), 2025 >> **64**
- Attitudes of e-consumers towards chats or bots as shopping assistants during home appliances and electronics purchases (%), 2025 >> **65**
- Attitudes of home appliances and electronics buyers towards live shopping in the TikTok app (%), 2025 >> **66**
- Media-influenced purchase of electronics and home appliances (%), by category, 2025 >> **66**
- Impact of macroeconomic and demographic factors on the value of the retail market of home appliances, electronics and digital media in Poland, 2024-2031 >> **67**
- GDP per capita (PLN thousand) and real GDP change (% YoY) in Poland, 2022-2031 >> **67**
- Overall CPI and price index for home appliances, electronics and digital media in Poland (% YoY), 2022-2031 >> **69**
- Average annual LFS unemployment rate (%) and real change in average monthly gross wage in Poland (% YoY), 2022-2031 >> **70**
- Real change in household disposable income and in private consumption in Poland (% YoY), 2022-2031 >> **71**
- WIBOR 3M average annual interest rate in Poland (%), 2022-2031 >> **72**
- Change in the number of mortgage loans granted and nominal change in the mortgage loan value in Poland (% YoY), 2021-2030 >> **72**
- Number of housing starts (thousand) and its change (% YoY), 2021-2030 >> **73**

Number of housing completions (thousand) and its change (% YoY), broken down into single-family houses and flats, 2021-2030 » **73**

Number of residents in Poland, share of individual demographic groups and number of residents including refugees from Ukraine, 2022-2031 » **74**

Key legal regulations concerning the retail market, including home appliances, electronics and digital media in Poland, 2024+ » **75**

Impact of legal factors on the value of the market of home appliances, electronics and digital media in Poland, 2024-2031 » **76**

Consumer profile of home appliances, electronics and digital media buyers in Poland » **80**

Penetration of purchases of electronics in the Polish population (%), 2024-2025 » **81**

Profile of households purchasing home appliances, electronics and digital media (%), 2025 » **81**

Profile of the decision-maker in households purchasing home appliances, electronics and digital media (%), 2025 » **82**

Penetration of individual categories of home appliances and electronics (%), 2023-2025 » **84**

Product categories in the retail market of home appliances, electronics and digital media in Poland » **85**

Value of the market of home appliances, electronics and digital media in Poland (PLN m), by product category, 2022-2031 » **86**

Shares of different product categories in the market of home appliances, electronics and digital media in Poland (%), by value, 2022-2031 » **87**

Growth rate of the market of home appliances, electronics and digital media in Poland (% YoY), by product category, 2022-2031 » **87**

Value (PLN m) and change (% YoY) of sales of products in the "Computers and telephones" category in Poland, 2022-2031 » **88**

Share of the "Computers and telephones" category in the retail market of home appliances, electronics and digital media in Poland (%), 2022-2031 » **88**

Profile of households purchasing products in the "Computers and telephones" category (%), 2025 » **89**

Profile of household decision-makers purchasing products in the “Computers and telephones” category (%), 2025 >> **90**

Most frequently purchased products in the “Computers and telephones” category (%), 2023-2025 >> **91**

Most frequently purchased products in the “Computers and telephones” category (%), by age, gender and work model, 2025 >> **92**

Place of purchase of computers and telephones (%), by gender and age, 2025 >> **93**

Place of purchase of selected computer equipment and telephones (%), by category, 2025 >> **93**

Factors influencing the choice when purchasing computer equipment and telephones (points), 2023-2025 >> **94**

Use of selected forms of promotion when purchasing products from the category of “Computers and telephones” (%), 2023-2025 >> **95**

Brands in the “Laptops” category most frequently chosen by consumers (%), by gender and age, 2025 >> **96**

Brands in the “Smartphones” category most frequently chosen by consumers (%), by gender and age, 2025 >> **96**

Method of purchasing products from the “Computers and telephones” category (%), 2024-2025 >> **97**

Declared ownership of computers and telephones (%), 2024-2025 >> **97**

Declared ownership of and plans to purchase computers and telephones (%), 2025 >> **98**

Methods of searching for products from the “Computers and telephones” category prior to purchase (%), by gender and generation, 2025 >> **99**

Type of information searched for prior to purchasing products from the “Computers and telephones” category (%), by gender and generation, 2025 >> **100**

Value (PLN m) and change (% YoY) of sales of products in the “Large home appliances” category in Poland, 2022-2031 >> **101**

Share of the “Large home appliances” category in the retail market of home appliances, electronics and digital media in Poland (%), 2022-2031 >> **101**

Profile of households purchasing products in the “Large home appliances” category (%), 2025 >> **102**

Profile of household decision-makers purchasing products in the “Large home appliances” category (%), 2025 >> **103**

Most frequently purchased products in the “Large home appliances” category (%),
2023-2025 >> **104**

Most frequently purchased products in the “Large home appliances” category (%), by age, gender
and income, 2025 >> **105**

Place of purchase of large home appliances (%), by gender and age, 2025 >> **105**

Place of purchase of selected products from the “Large home appliances” category (%),
2025 >> **106**

Factors influencing the choice when purchasing large home appliances (points),
2023-2025 >> **107**

Use of selected forms of promotion when purchasing products from the category of “Large home
appliances” (%), 2023-2025 >> **107**

Brands in the “Large home appliances” category most frequently chosen by consumers (%),
by gender and age, 2025 >> **108**

Method of purchasing products from the “Large home appliances” category (%),
2024-2025 >> **109**

Declared ownership of large home appliances (%), 2024-2025 >> **109**

Declared ownership of and plans to purchase large home appliances (%), 2025 >> **110**

Methods of searching for products from the “Large home appliances” category prior to purchase
(%), by gender and generation, 2025 >> **111**

Type of information searched for prior to purchasing products from the “Large home appliances”
category (%), by gender and generation, 2025 >> **111**

Value (PLN m) and change (% YoY) of sales of products in the “Consumer electronics
and photography equipment” category in Poland, 2022-2031 >> **112**

Share of the “Consumer electronics and photography equipment” category in the retail market
of home appliances, electronics and digital media in Poland (%), 2022-2031 >> **113**

Profile of households purchasing products in the “Consumer electronics and photography
equipment” category (%), 2025 >> **113**

Profile of household decision-makers purchasing products in the “Consumer electronics and
photography equipment” category (%), 2025 >> **115**

Most frequently purchased products in the “Consumer electronics and photography equipment”
category (%), 2023-2025 >> **116**

Most frequently purchased products in the “Consumer electronics and photography equipment”
category (%), by gender, age and generation, 2025 >> **117**

Place of purchase of consumer electronics and photography equipment (%), by gender and age,
2025 >> **118**

Place of purchase of selected products from the “Consumer electronics and photography equipment” category (%), 2025 >> **118**

Factors influencing the choice when purchasing consumer electronics and photography equipment (points), 2023-2025 >> **119**

Use of selected forms of promotion when purchasing products from the category of “Consumer electronics and photography equipment” (%), 2023-2025 >> **120**

Brands in the “Consumer electronics and photography equipment” category most frequently chosen by consumers (%), by gender and age, 2025 >> **120**

Method of purchasing products from the “Consumer electronics and photography equipment” category (%), 2024-2025 >> **121**

Declared ownership of consumer electronics, photography and music equipment (%), 2024-2025 >> **121**

Declared ownership of and plans to purchase consumer electronics, photography and music equipment (%), 2025 >> **122**

Methods of searching for products in the “Consumer electronics and photography equipment” category prior to purchase (%), by gender and generation, 2025 >> **122**

Types of information searched for prior to purchasing products in the “Consumer electronics and photography equipment” category (%), by gender and generation, 2025 >> **123**

Value (PLN m) and change (% YoY) of sales of products in the “Small home appliances” category in Poland, 2022-2031 >> **124**

Share of the “Small home appliances” category in the retail market of home appliances, electronics and digital media in Poland (%), 2022-2031 >> **124**

Value of individual product subcategories of small home appliances in Poland (PLN m) and their shares (%), 2025 >> **125**

Profile of households purchasing products in the “Small home appliances” category (%), 2025 >> **125**

Profile of household decision-makers purchasing products in the “Small home appliances” category (%), 2025 >> **127**

Most frequently purchased products in the “Small home appliances” category (%), 2024-2025 >> **128**

Most frequently purchased products in the “Small home appliances” category (%), by age, gender and work model, 2025 >> **129**

Place of purchase of small home appliances (%), by gender and age, 2025 >> **130**

Place of purchase of selected products from the “Small home appliances” category (%), 2025 >> **130**

Place of purchase of selected products from the “Small home appliances” category (%), 2025 >> **131**

Factors influencing the choice when purchasing small home appliances (points), 2023-2025 >> **132**

Use of selected forms of promotion when purchasing products from the category of “Small home appliances” (%), 2023-2025 >> **133**

Brands in the “Food processor, mixer, blender” category most frequently chosen by consumers (%), by gender and age, 2025 >> **134**

Brands in the “Coffee machine” category most frequently chosen by consumers (%), by gender and age, 2025 >> **134**

Brands in the “Vacuum cleaner, cleaning robot” category most frequently chosen by consumers (%), by gender and age, 2025 >> **135**

Brands in the “Small home appliances for the kitchen” category most frequently chosen by consumers (%), by gender and age, 2025 >> **135**

Brands in the “Small home appliances for cleaning” category most frequently chosen by consumers (%), by gender and age, 2025 >> **136**

Brands in the “Electric toothbrush” category most frequently chosen by consumers (%), by gender and age, 2025 >> **136**

Brands in the “Small home appliances - health and beauty” category most frequently chosen by consumers (%), by gender and age, 2025 >> **136**

Declared ownership of small home appliances (%), 2024-2025 >> **137**

Declared ownership of and plans to purchase small home appliances (%), 2025 >> **138**

Method of purchasing products from the “Small home appliances” category (%), by gender and education, 2025 >> **139**

Method of searching for products from the “Small home appliances” category prior to purchase (%), by gender and generation, 2025 >> **140**

Type of information searched for prior to purchasing products from the “Small home appliances” category (%), by gender and generation, 2025 >> **140**

Value (PLN m) and change (% YoY) of sales of products in the “Other electronic equipment” category in Poland, 2022-2031 >> **141**

Share of the “Other electronic equipment” category in the retail market of home appliances, electronics and digital media in Poland (%), 2022-2031 >> **142**

Profile of households purchasing products in the “Other electronic equipment” category (%), 2025 » **142**

Profile of household decision-makers purchasing products in the “Other electronic equipment” category (%), 2025 » **144**

Most frequently purchased products in the “Other electronic equipment” category (%), 2023-2025 » **145**

Most frequently purchased products in the “Other electronic equipment” category (%), by gender, age and presence of children in the household, 2025 » **145**

Place of purchase of selected products from the “Other electronic equipment” category (%), 2025 » **146**

Declared ownership of and plans to purchase other electronic equipment (%), 2025 » **147**

Method of purchasing products from the “Other electronic equipment” category (%), 2024-2025 » **148**

Distribution channels in the market of home appliances, electronics and digital media in Poland » **149**

Value of the market of home appliances, electronics and digital media in Poland (PLN m), by distribution channel, 2022-2031 » **150**

Shares of different distribution channels in the market of home appliances, electronics and digital media in Poland (%), by value, 2022-2031 » **151**

Growth rate of the market of home appliances, electronics and digital media in Poland (% YoY), by distribution channel, 2022-2031 » **151**

Value of the market of home appliances, electronics and digital media in Poland (PLN m), by offline and online sales, 2022-2031 » **152**

Shares of offline and online sales in the market of home appliances, electronics and digital media in Poland (%), by value, 2022-2031 » **152**

Growth rate of the market of home appliances, electronics and digital media in Poland (% YoY), by offline and online sales, 2022-2031 » **153**

Value (PLN m) and change (% YoY) of online retail sales of home appliances, electronics and digital media in Poland, 2022-2031 » **153**

Share of online sales in the retail market of home appliances, electronics and digital media in Poland (%), 2022-2031 » **154**

Estimated sales value of the largest online stores offering home appliances, electronics or digital media in Poland (PLN m), 2022-2025 » **155**

Change in the estimated sales value of selected online stores offering home appliances, consumer electronics or digital media in Poland (% YoY), 2022-2025 » **155**

Value (PLN m) and change (% YoY) of retail sales of home appliances, electronics and digital media in chain stores in Poland, 2022-2031 » **156**

Share of specialist chain stores in the retail market of home appliances, electronics and digital media in Poland (%), 2022-2031 » **156**

Estimated sales value of the largest retail chains offering home appliances, electronics and digital media in Poland (PLN m), 2022-2025 » **157**

Change in the estimated sales value of the largest retail chains offering home appliances, electronics and digital media in Poland (% YoY), 2022-2025 » **158**

Number of stores of the largest retail chains specialising in the sale of home appliances, electronics and digital media in Poland, 2022-2025 » **158**

Value (PLN m) and change (% YoY) of retail sales of home appliances, electronics and digital media in the mobile network operators channel in Poland, 2022-2031 » **159**

Share of MNOs' chain stores in the retail market of home appliances, electronics and digital media in Poland (%), 2022-2031 » **160**

Value (PLN m) and change (% YoY) of retail sales of home appliances, electronics and digital media in non-chain stores in Poland, 2022-2031 » **161**

Share of non-chain stores in the retail market of home appliances, electronics and digital media in Poland (%), 2022-2031 » **161**

Value (PLN m) and change (% YoY) of retail sales of home appliances, electronics and digital media in the grocery chains channel in Poland, 2022-2031 » **162**

Share of hypermarkets, supermarkets and discounters in the retail market of home appliances, electronics and digital media in Poland (%), 2022-2031 » **162**

Value (PLN m) and change (% YoY) of retail sales of home appliances, electronics and digital media in other channels in Poland, 2022-2031 » **163**

Share of other channels in the retail market of home appliances, electronics and digital media in Poland (%), 2022-2031 » **164**

Largest companies in the retail market of home appliances, electronics and digital media in Poland » 165

General information on selected largest companies offering home appliances, electronics and digital media in Poland, 2025 » **167**

Estimated sales value of the largest players in the market of home appliances, electronics and digital media in Poland (PLN m), 2022-2025 » **167**

Change in the estimated sales value of the largest players in the market of home appliances, electronics and digital media in Poland (% YoY), 2022-2025 » **168**

Estimated shares of the largest players in the market of home appliances, electronics and digital media in Poland (%), 2022-2025 » **168**

Store count of the selected largest store chains offering home appliances, electronics and digital media in Poland, 2022-2025 » **169**

Profiles of the major players in the retail market of home appliances, electronics and digital media » 170

Media Expert in Poland: key data, 2022-2025 » **170**

RTV Euro AGD in Poland: key data, 2022-2025 » **172**

MediaMarkt in Poland: key data, 2022-2025 » **173**

Allegro in Poland: key data, 2022-2025 » **174**

X-kom in Poland: key data, 2022-2025 » **175**

PMR MARKET EXPERTS

by Hume's

WE UNDERSTAND THAT DATA IS NOT JUST ABOUT NUMBERS.

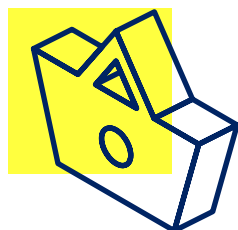
IT IS THE FOUNDATION OF THE DECISIONS SHAPING THE FUTURE OF YOUR BUSINESS.

At PMR Market Experts, we have been preparing cyclical industry reports for over 20 years, refining our sector knowledge.

Our core specialisations:



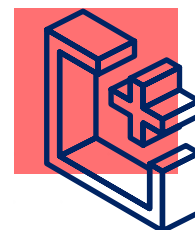
Digital & ICT



Retail



Pharma & Healthcare



Construction

Our reports are more than just a compilation of facts – **they are reliable knowledge based on proven methodology.** We combine primary and secondary data, proprietary algorithms and econometric models to provide precise information about the market, its values, growth rates, segments and key players.

We are part of **Hume's Institute** – a 360 research agency specialising in quantitative and qualitative research, forecasting and market predictions.

PMR Market Experts' data analysis and verification expertise, unique insights and proven forecasts provided by Hume's Institute give real insight and advantage to our Clients.

More than **600 clients worldwide** have already benefited from our services. We have analysed more than **5,000 brands**, operating in over **50 markets**. The trust placed in us by the major players is confirmed by the fact that we work with **70% of the prestigious Fortune 500 companies.**



tel.: +48 609 290 093
info@pmrcorporate.com
www.pmrmarketexperts.com



Krolewska 57
30-081 Krakow
Poland