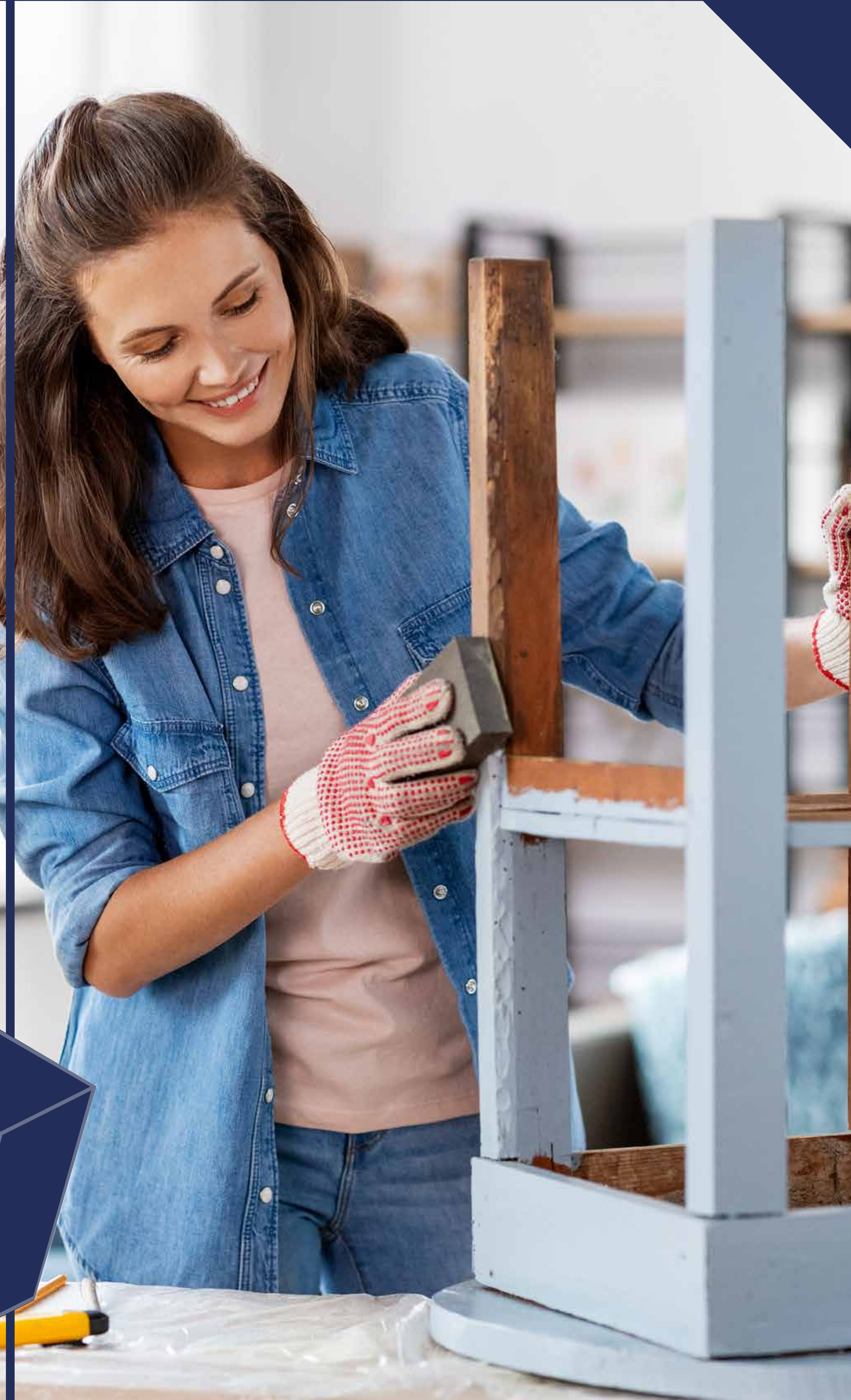


# DIY RETAIL IN POLAND 2026

MARKET ANALYSIS AND DEVELOPMENT  
FORECASTS FOR 2026-2031



## Board and C-Level

Determining strategic development directions in the DIY market through 2031. Making key investment decisions based on market forecasts and development scenario analysis.

## Expansion and Sales

Omnichannel strategy optimization. Setting sales targets based on the potential of individual distribution channels.

## Marketing and Communication

Tailoring communication to the plans and shopping preferences of Poles. Precise audience targeting based on the socio-demographic profile of the DIY consumer.

## Finance

Budgeting and revenue forecasting, taking into account macroeconomic factors such as construction material price inflation and the mortgage market situation.

## Purchasing & Category Management

Assortment management based on category value data (e.g., building materials, finishing products, gardening equipment).

## Analysis & BD

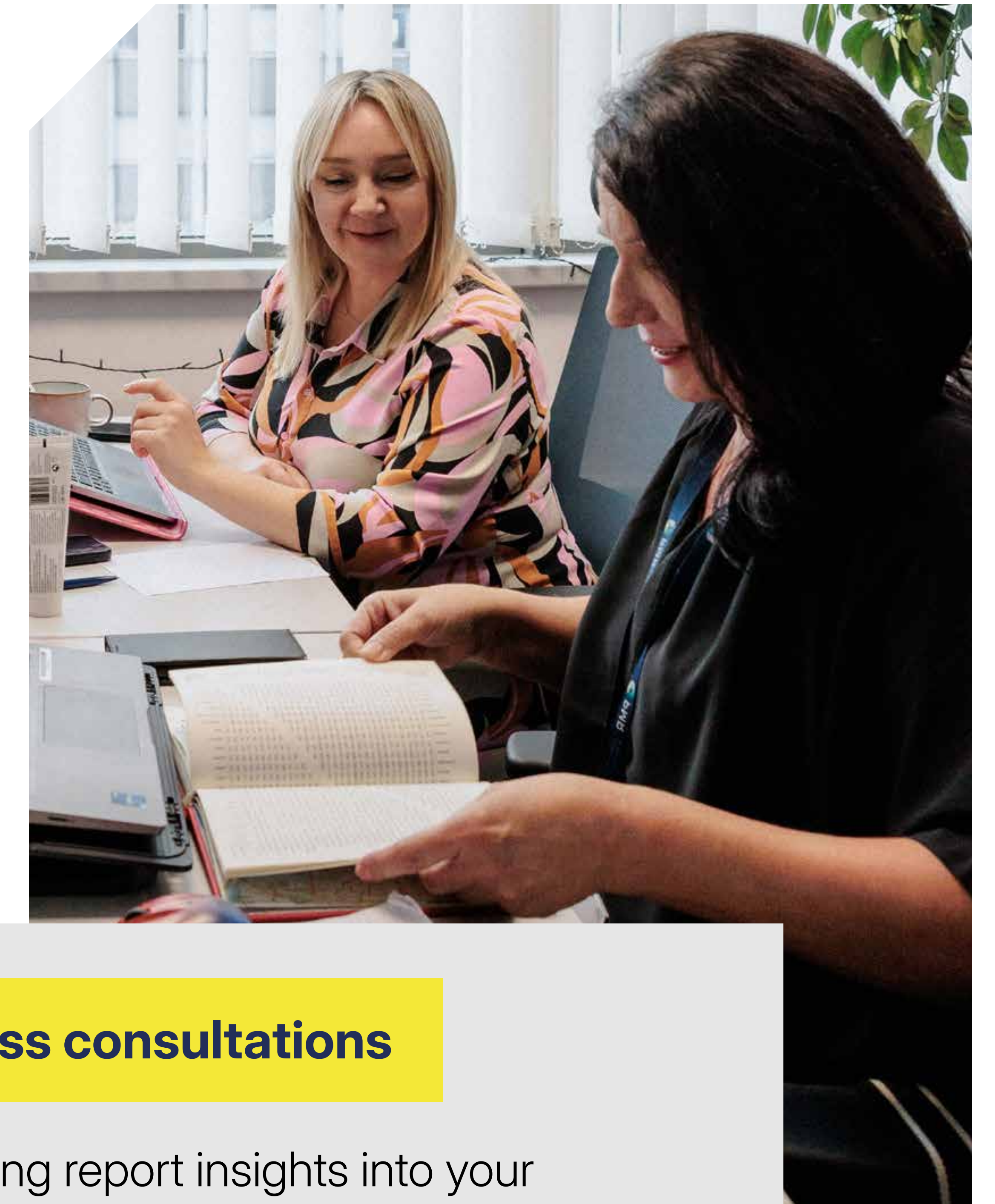
Competitive benchmarking and monitoring the market shares of key players. Identifying market niches and analyzing the potential for retail network expansion.

**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 the DIY retail 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**

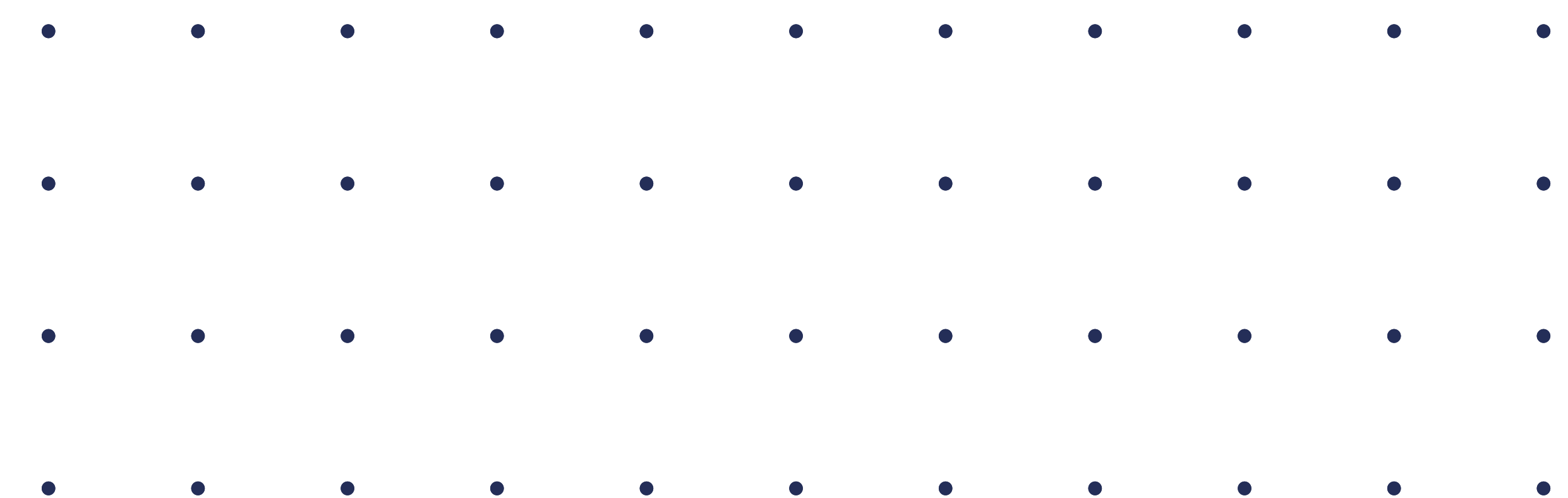


## Market value, structure, and forecasts

- ↳ **Total, retail, and institutional market value** for home improvement and construction products, 2021-2025. Structure of total market value by sales channels and product categories.
- ↳ **Market forecasts for 2026-2031** (baseline and alternative development scenarios) for the overall market and individual sales channels.
- ↳ **Price change forecasts** for the home improvement and construction materials market.
- ↳ **Analysis of key factors and trends** in the home improvement and construction market (macroeconomic, housing, demand-side, supply-side, and legal).

## Product segmentation and channel structure

- ↳ **Market segmentation** by home improvement products and categories, including: finishing products, garden equipment and greenery, construction materials, as well as tools and power tools.
- ↳ **The share of brick-and-mortar versus online sales**, including forecasts through 2031.



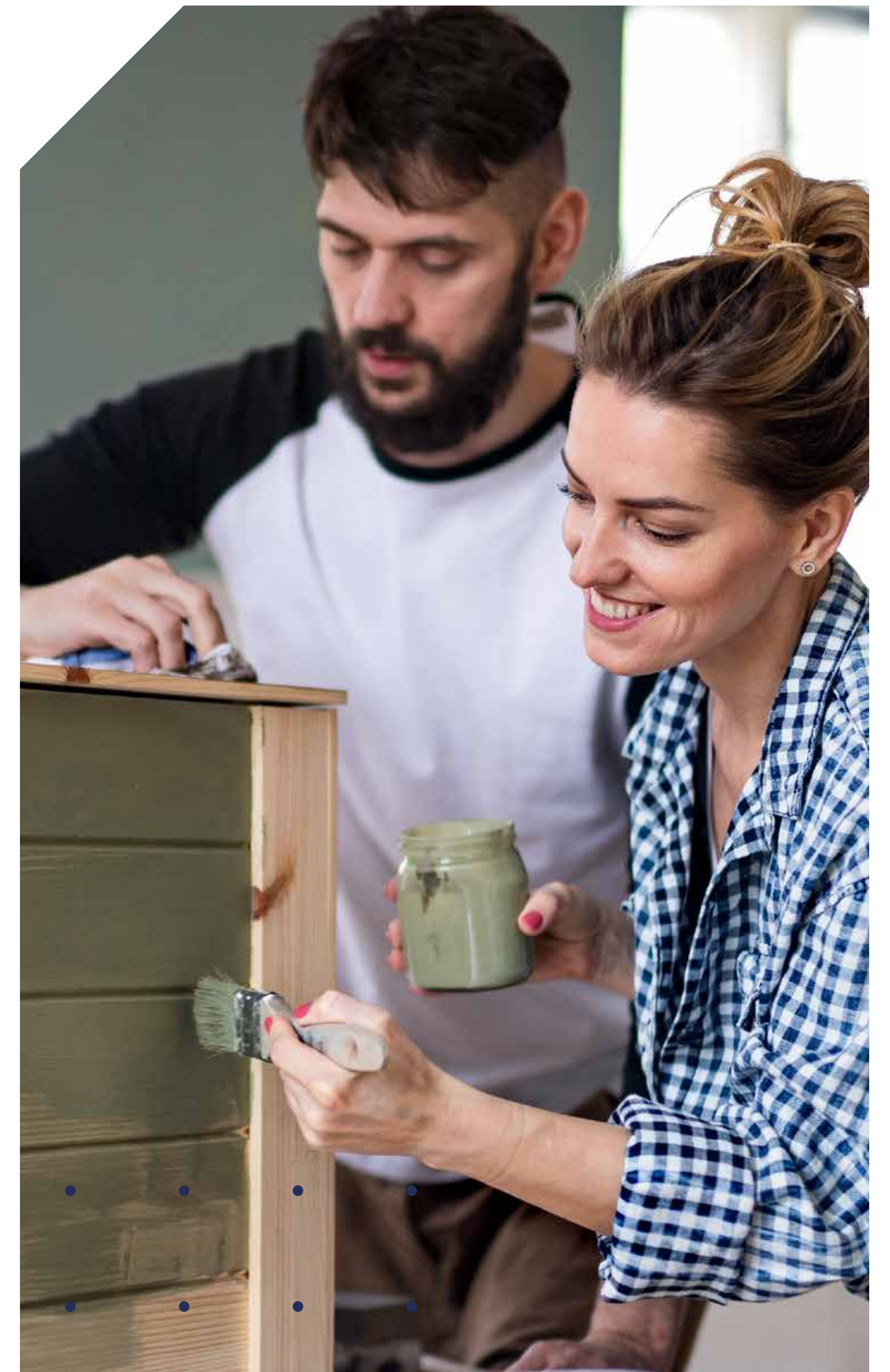
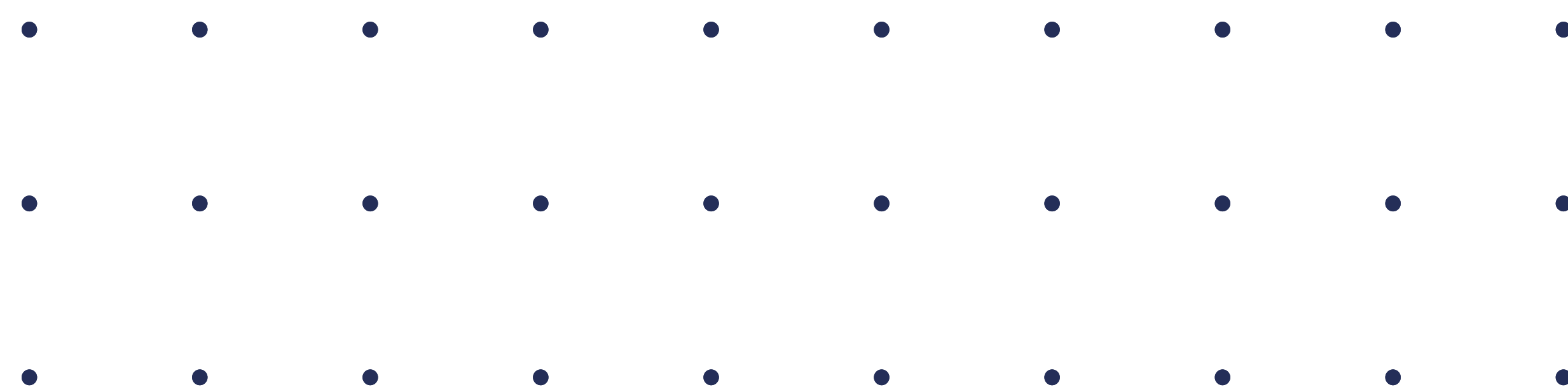


## Consumer behavior and trends

- ↳ Detailed socio-demographic buyer profile and home improvement purchasing penetration.
- ↳ Analysis of completed and planned renovations: location, scope of work, costs, and execution methods.
- ↳ The customer journey, reasons for cart abandonment/purchase resignation, and key factors in choosing a shopping destination.

## Competition and retailer rankings

- ↳ Sales value and market shares of key players in the total DIY market in Poland.
- ↳ Major players in the retail home improvement market, including breakdown by sales channels.
- ↳ Online channel analysis, taking into account the position of e-commerce platforms (domestic and international marketplaces).



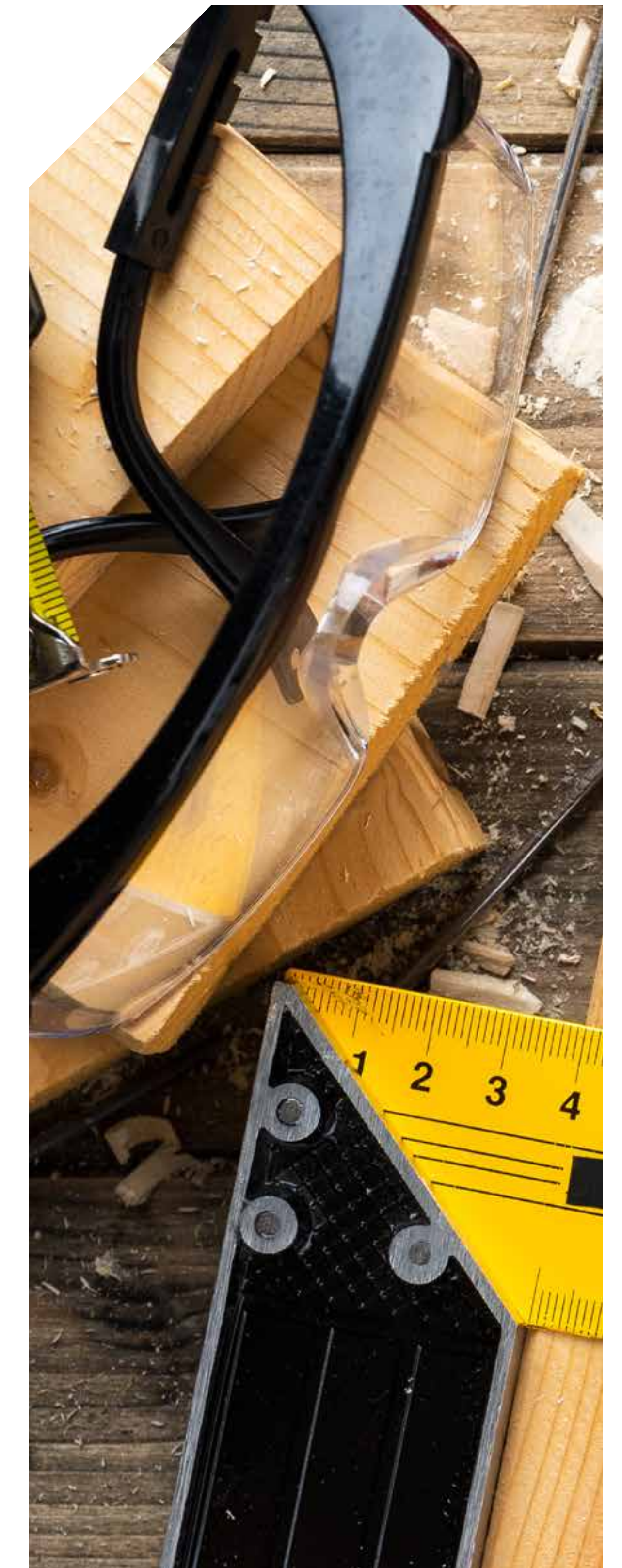


## Scope

- ↳ renovation and building products
- ↳ product categories, including:
  - finishing products
  - garden equipment and greenery
  - building supplies
  - tools and power tools

## Sales channels

- ↳ DIY chains
- ↳ Independent stores (sklepy niezależne)
- ↳ Large-format grocery stores
- ↳ Online / E-commerce
- ↳ Other store types





## Methodology and sample size

- ↳ Research method: survey conducted using the CAWI technique (Computer-Assisted Web Interview).
- ↳ Sample size: The study was conducted on a representative sample of n=1000 adult Poles.
- ↳ Purposive sampling: The study invited individuals who, in the 12 months preceding the survey, purchased products from the following categories: building materials, finishing products, installations, tools, or garden supplies.

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

- ↳ Renovation plans and spending: the scope of work planned for the next 12 months, the renovation budget, and the impact of price increases on the modification of these plans.
- ↳ Purchasing process and store selection: key factors in choosing a DIY store (price, assortment, location) and reasons for abandoning purchases at a given outlet.
- ↳ Brand preferences: popularity and awareness of private labels (retailer brands) and the attitude toward premium products versus lower-cost alternatives.
- ↳ Execution model: analysis of the execution method – from DIY projects to employing professional renovation crews.
- ↳ Information channels and e-commerce: sources of product knowledge, the role of promotional leaflets, and experiences with purchasing construction materials via the internet and marketplaces.
- ↳ Buyer profile: detailed socio-demographic characteristics of decision-makers and the technical specifications and age of their households.



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

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

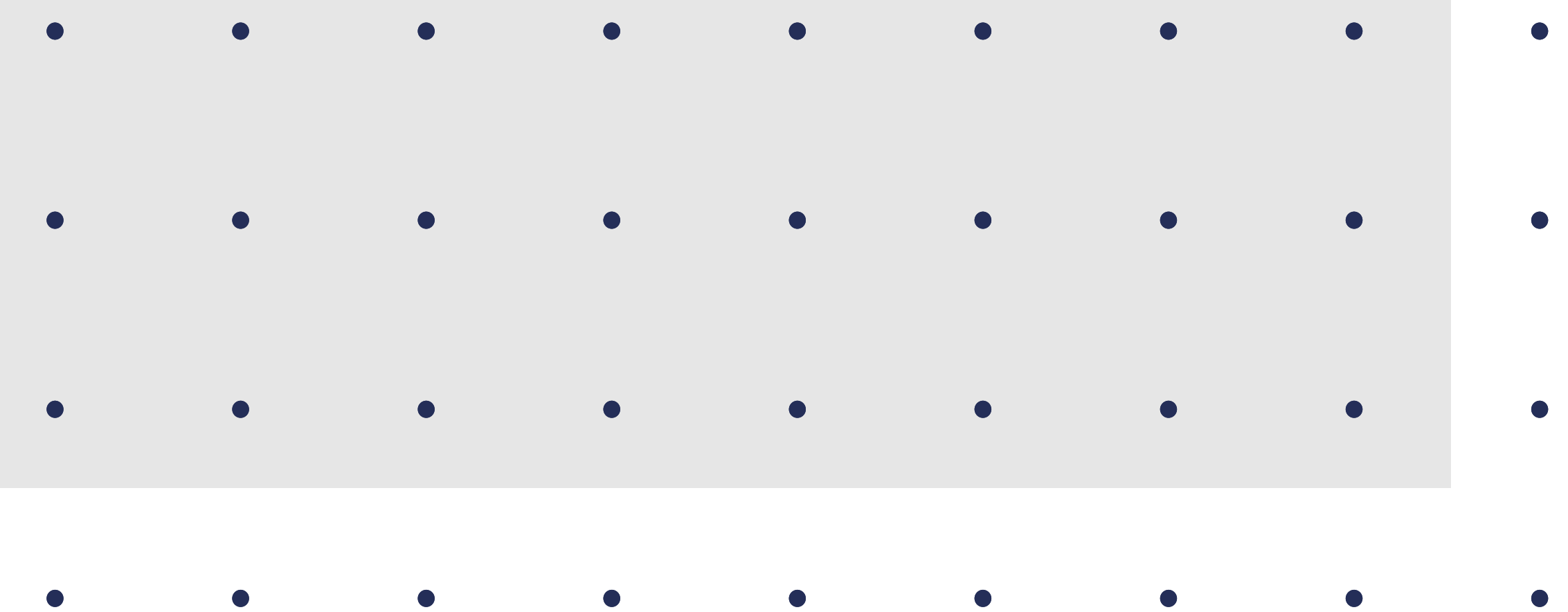
- ↳ Market value: forecasts for the total, retail, and institutional market value of home improvement and construction products in Poland.
- ↳ Product segments: development forecasts for individual categories.
- ↳ Sales channels: market structure shift projections, including a breakdown by distribution channels.
- ↳ Development scenarios: three forecast variants (optimistic, baseline, and pessimistic) developed using proprietary econometric models through 2031.

## Advanced macroeconomic input

Our forecasts are powered by a detailed analysis of selected macroeconomic indicators, crucial for understanding demand dynamics:

- ↳ GDP: Forecasts for GDP per capita and real GDP growth dynamics.
- ↳ Income and wages: Real growth dynamics of household disposable income and average monthly gross wages.
- ↳ Inflation: CPI inflation and home improvement price forecasts.
- ↳ Demographics: Number of residents in Poland and the projected shares of specific demographic groups.
- ↳ Labor market: Annual average LFS (Labour Force Survey) 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%.**





## Accuracy of forecasts published in the report: „DIY retail in Poland“

To verify the accuracy of our forecasts, we calculated the Mean Absolute Percentage Error (MAPE), which determines the average deviation of our projections from the actual values.

The forecast error for the total **DIY market value in Poland** was:

2025 edition	2024 edition
0,4%	0,3%

Projections for core distribution channels showed equally high precision levels.

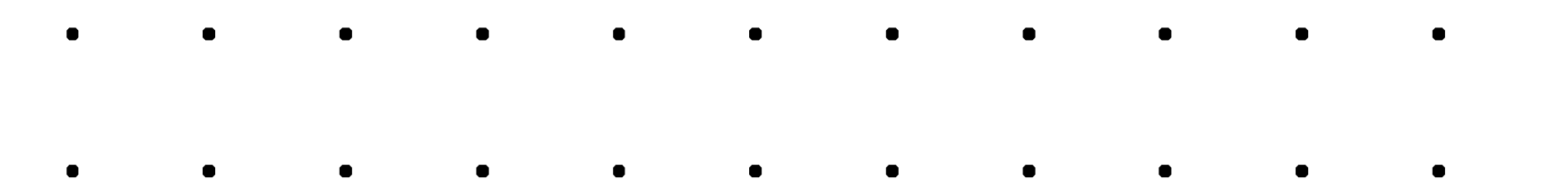
	2025 edition	2024 edition
DIY chains	0,7%	0,2%
Independent stores	0%	0,1%

Accuracy confirmed across all 6 remaining channels, with errors staying under 3% in most cases.

**Median forecast error:**

**0,7%**

**in the 2025 report  
(vs. 1.1% in 2024)**



**1**

## Comprehensive overview of the polish DIY market

Market value and outlook through 2031, including an analysis of all major market segments broken down by sales 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**

## Channel structure and e-commerce

Insights into the condition of traditional trade and the growth of online sales and marketplaces, providing an understanding of the current role of e-commerce compared to traditional diy stores.

**4**

## Competitive landscape and market shares

You will receive rankings and market shares of the largest retail chains, along with their expansion strategies.

**5**

## Product segment analysis

You will evaluate the potential and growth dynamics of key categories, such as construction materials, finishing products, garden products etc.

**6**

## Macroeconomic and demographic market drivers

You will understand how inflation, the housing market situation, and interest rates impact the demand for DIY products.

**7**

## Strategic and investment decision support

Data providing the foundation for board, strategy, sales, and marketing decisions, as well as bank and investment fund analyses.

**8**

## Insights into consumer behavior and preferences

You will discover the renovation plans of polish consumers, their spending habits, and the key factors – such as price, assortment, and location – that drive their choice of store.

**9**

## Additional materials: raw data in Excel

Enables independent data aggregation, custom analysis, and the development of internal organizational models.

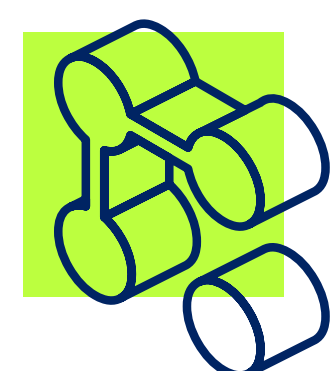
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## Proprietary research and expertise

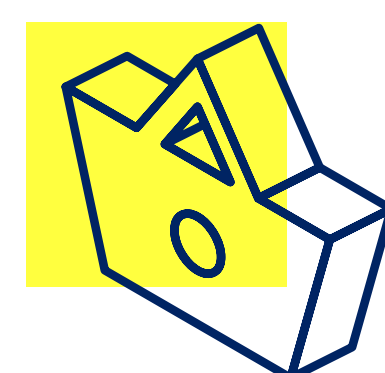
Combined data sources (primary and secondary), 20+ years of market experience, and a methodology based on dozens of variables.

## 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::



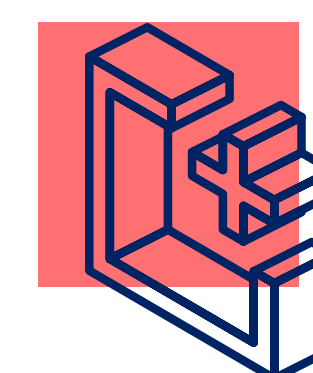
**Digital & ICT**



**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.**

**20+**

years of experience

**600+**

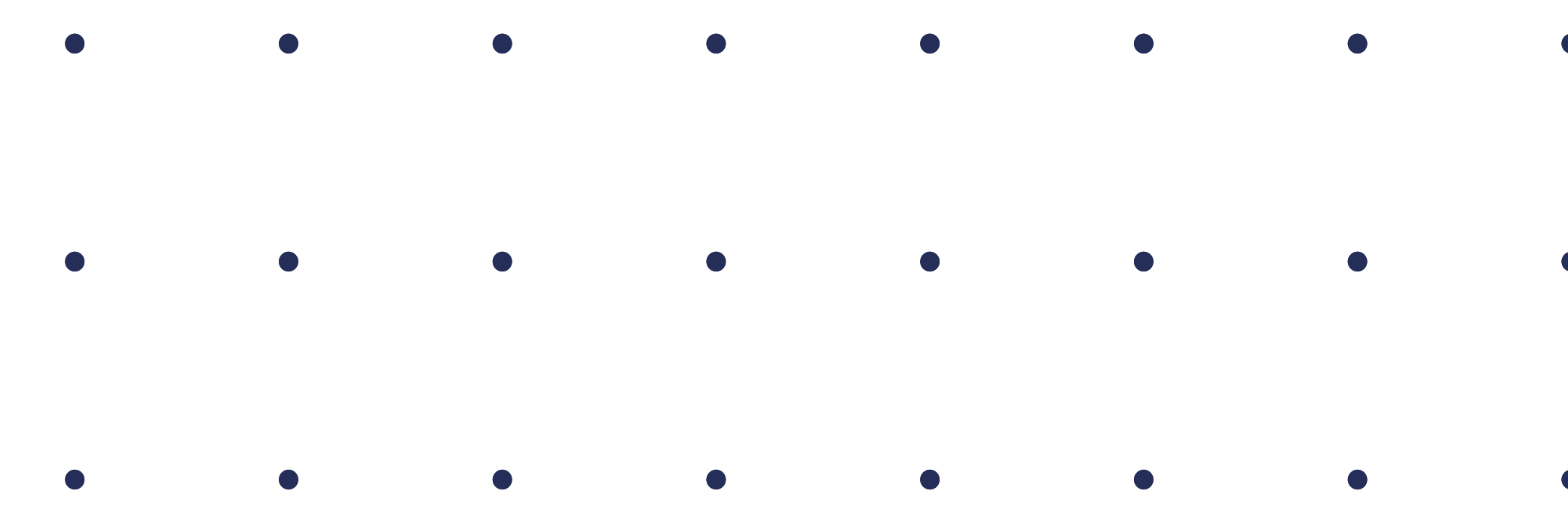
global clients

**5 000+**

brands researched

**50+**

countries analyzed



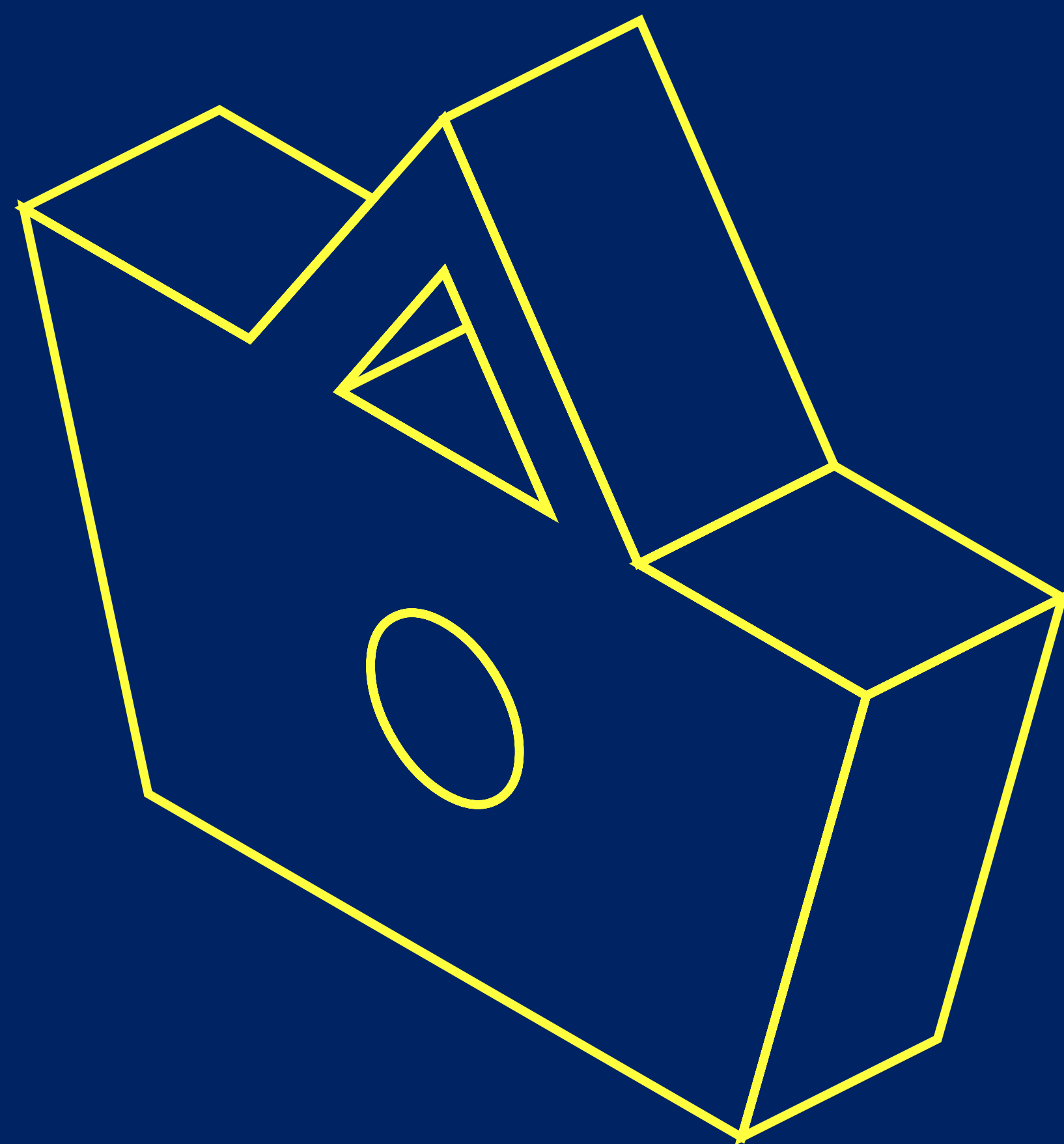
## Trusted by over 600 companies, including:

L'ORÉAL



SEPHORA





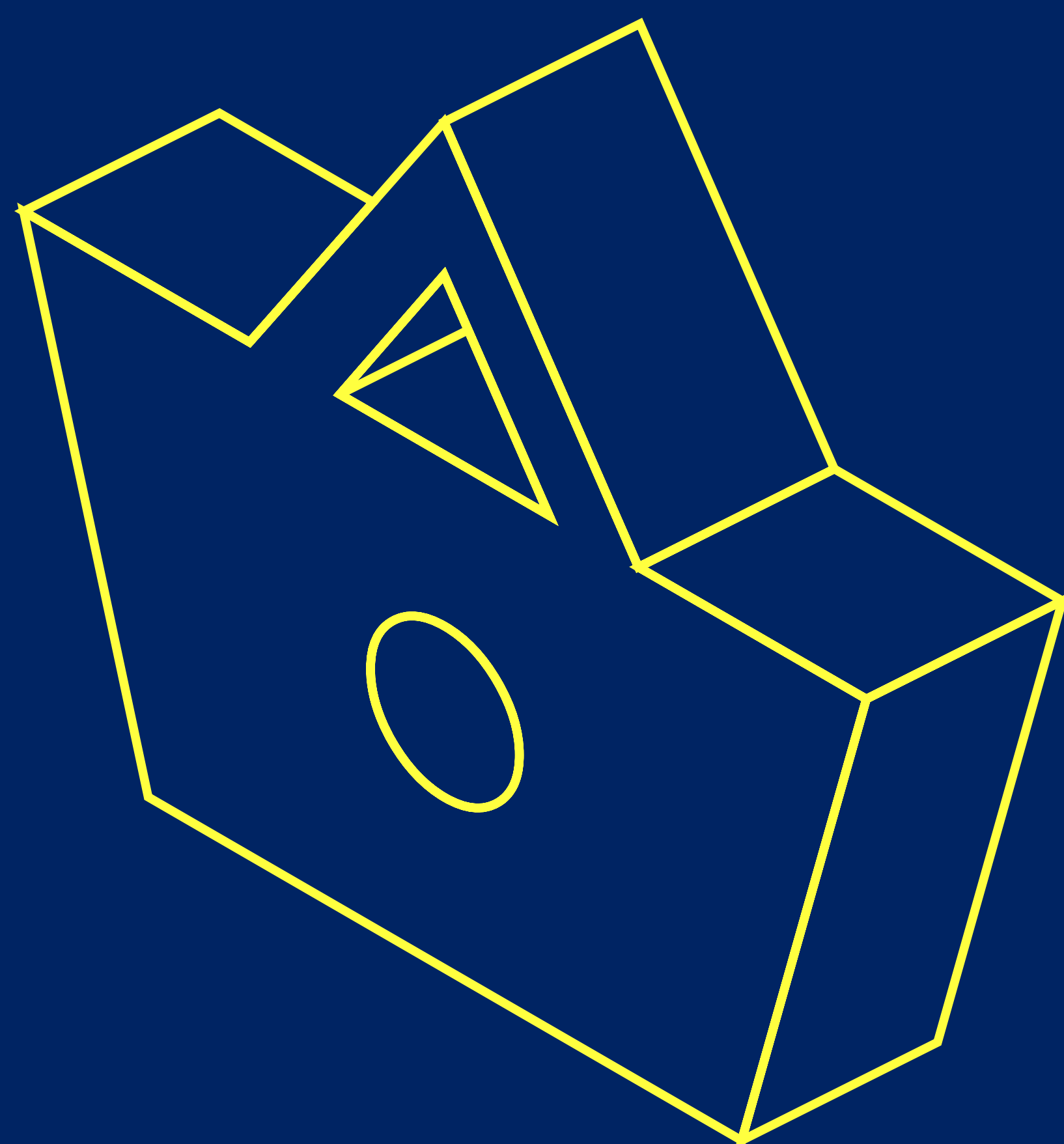
# REPORTS RETAIL 2026

## 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

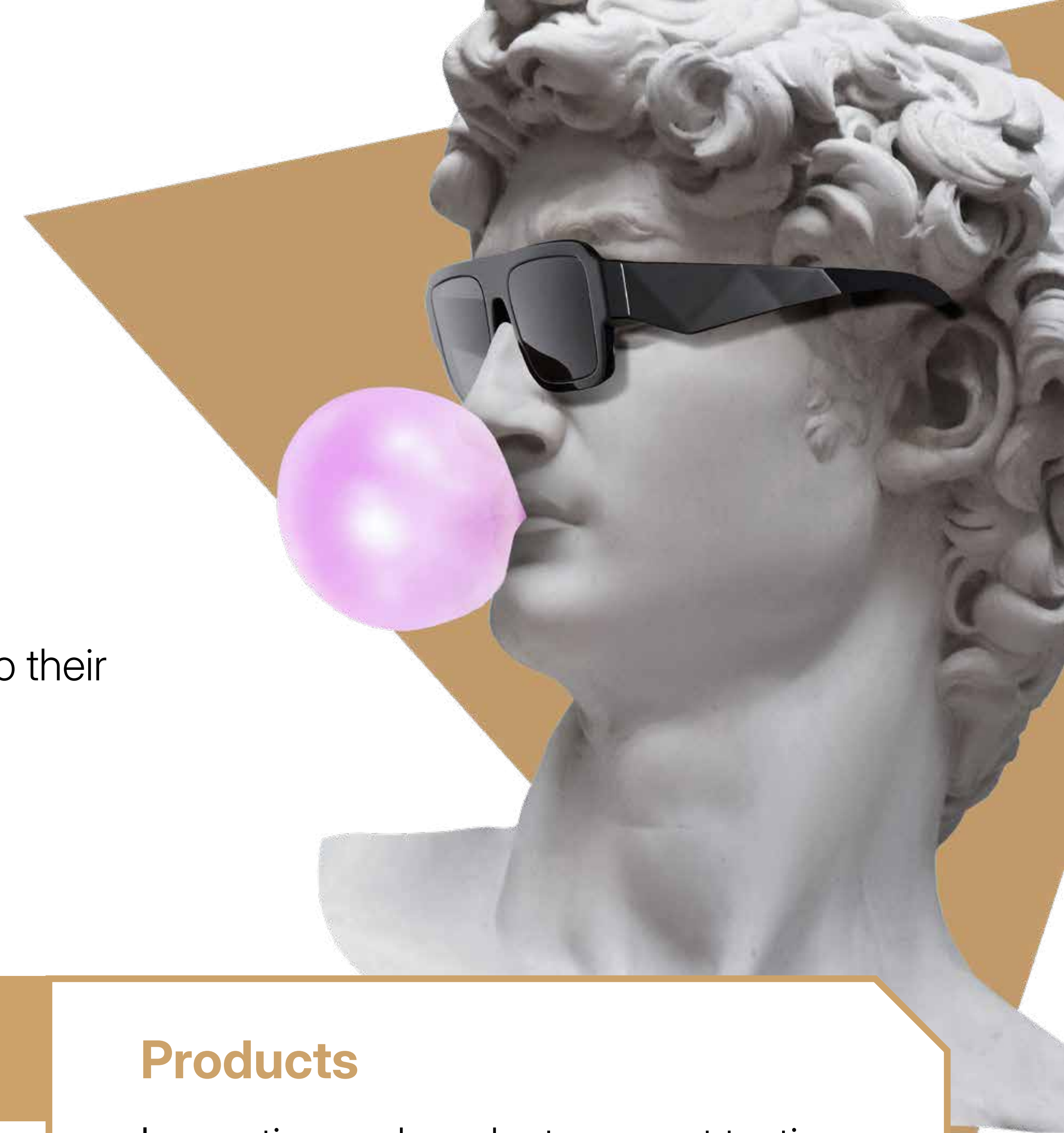
Benchmarking, analysis of key players' strategies, and monitoring of competitors' future actions.

### 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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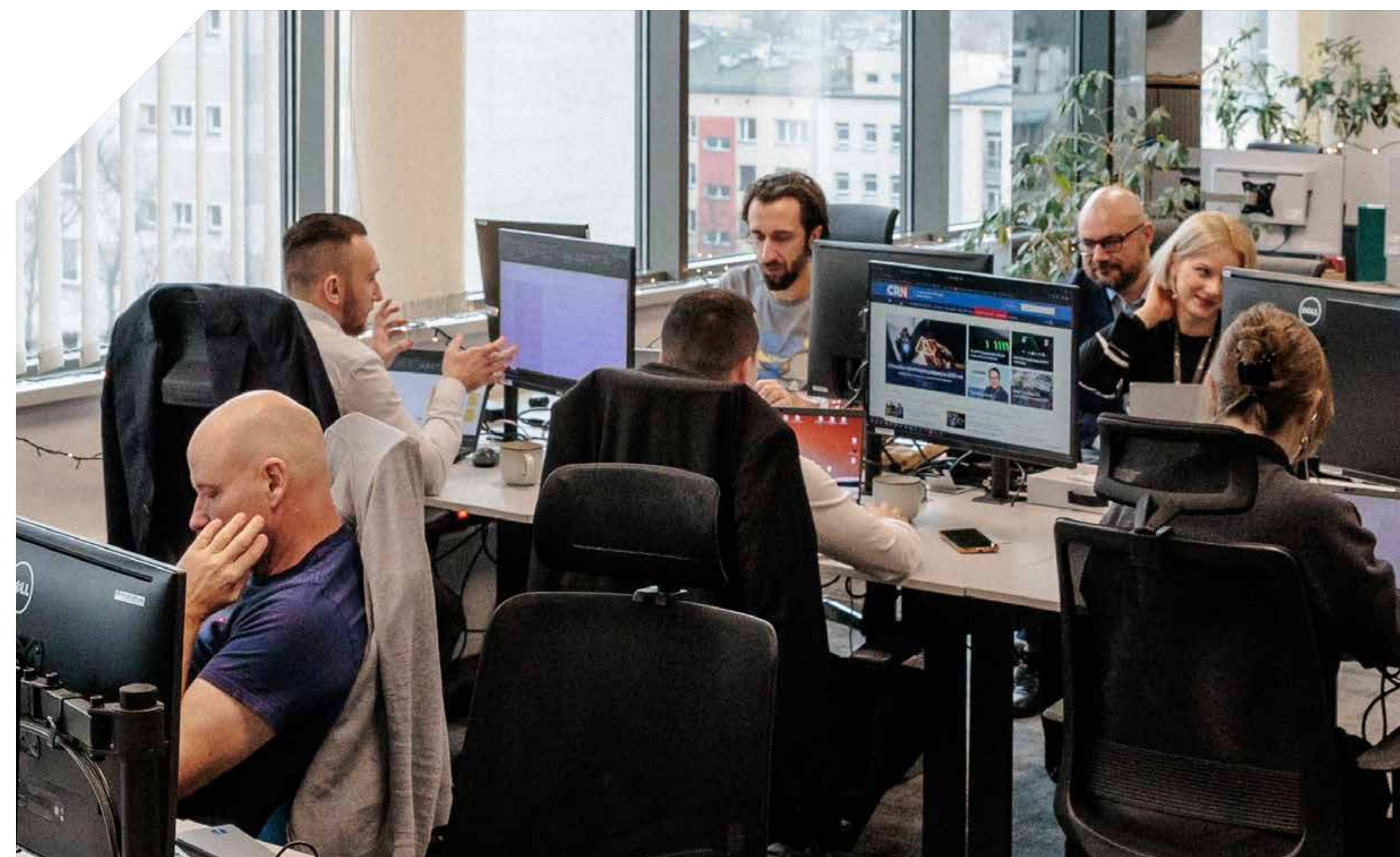
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