



PMR Industry Report

4th edition

Retail market of home appliances, electronics and digital media in Poland 2017

Market analysis and development forecasts for 2017-2022

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Standard Plus licence: 2340€

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Take advantage of the PMR offer

If you are interested in the PMR report or deepening of selected segments or additional expertise on the retail market, I invite you to contact our consultants.



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PMR Report

- **Unique 5-year forecasts** prepared by the PMR team using a **proven and coherent methodology**
- **Expert commentary** allowing for a better **understanding of the current and future situation** and **opportunities and threats**
- Description of the main **trends and legal changes** affecting the market

What is the content of the report?

- Market value with a unique 5-year forecast prepared by the team of PMR econometricians using reliable econometric models
- Growth scenarios for the retail market of home appliances, consumer electronics and digital media until 2022, estimating the impact of individual factors on its projected value, prepared in cooperation with the team of econometricians
- Key trends and other factors affecting the market development
- Largest companies engaged in retail of this assortment
- Popularity of online stores, as well as Allegro and other online auction platforms
- Analysis of four major segments: consumer electronics and photography, large home appliances, small home appliances, as well as computers and telephones.
- Analysis of all sales channels, such as store chains, online sales divided into e-stores and major players among them, as well as e-commerce platforms, hypermarkets, supermarkets and discounts stores, or independent stores and marketplaces.
- Reliable development forecasts for the market, segments and channels until 2022.
- Analysis of sales of basic product groups on Allegro.
- Analysis of the macroeconomic situation in Poland, along with outlooks for 2017-2022 and forecast for the key economic indicators until 2022

5 Reasons to choose PMR

- 1 This is already the **4th edition** of the PMR report on the retail market of home appliances, electronics and digital media in Poland
- 2 **A comprehensive overview** of the situation on Poland's retail market of home appliances, consumer electronics and digital media, as well as its four selected segments allowing for assessment of the situation and opportunities it provides
- 3 Original **5-year forecasts for the market** and its segments, based on advanced econometric models allowing for elaboration of a company's short- and long-term development strategy or sales strategy
- 4 The report takes into consideration a detailed analysis of existing trends along with their estimated impact on the market value and analysis of alternative **market growth scenarios** until 2022
- 5 Comprehensive analysis of **sales channels** covering all means to reach out to consumers.



Who benefits from the PMR report?

The analysis is designed for managers and sales, marketing, strategy and business development professionals representing such companies and organisations as:

- Retail and wholesale companies trading in household appliances, consumer electronics or digital media
- Manufacturers of such products
- E-commerce companies operating in or entering the Polish market
- Enterprises interested in launching an online store or adding new product groups to their portfolios
- Companies involved in monitoring of the online channel expansion
- Suppliers of technical solutions for brick-and-mortar stores and e-commerce
- Commercial organisations
- Trade associations and organisations
- Banks and investment funds,
- Companies cooperating with stores, such as logistics or marketing firms.

THEY TRUSTED US:

allegro



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