

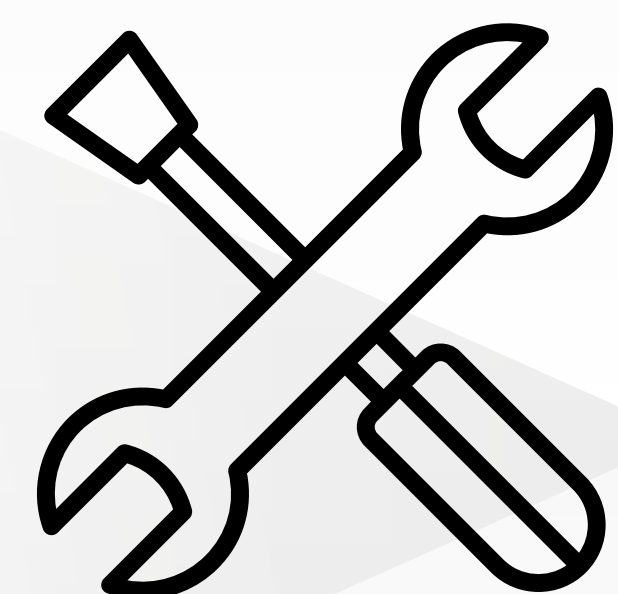
# DIY RETAIL MARKET IN POLAND 2023

**MARKET ANALYSIS AND DEVELOPMENT FORECASTS FOR 2023-2028**

**IMPACT OF INFLATION AND WAR IN UKRAINE**



# About the report



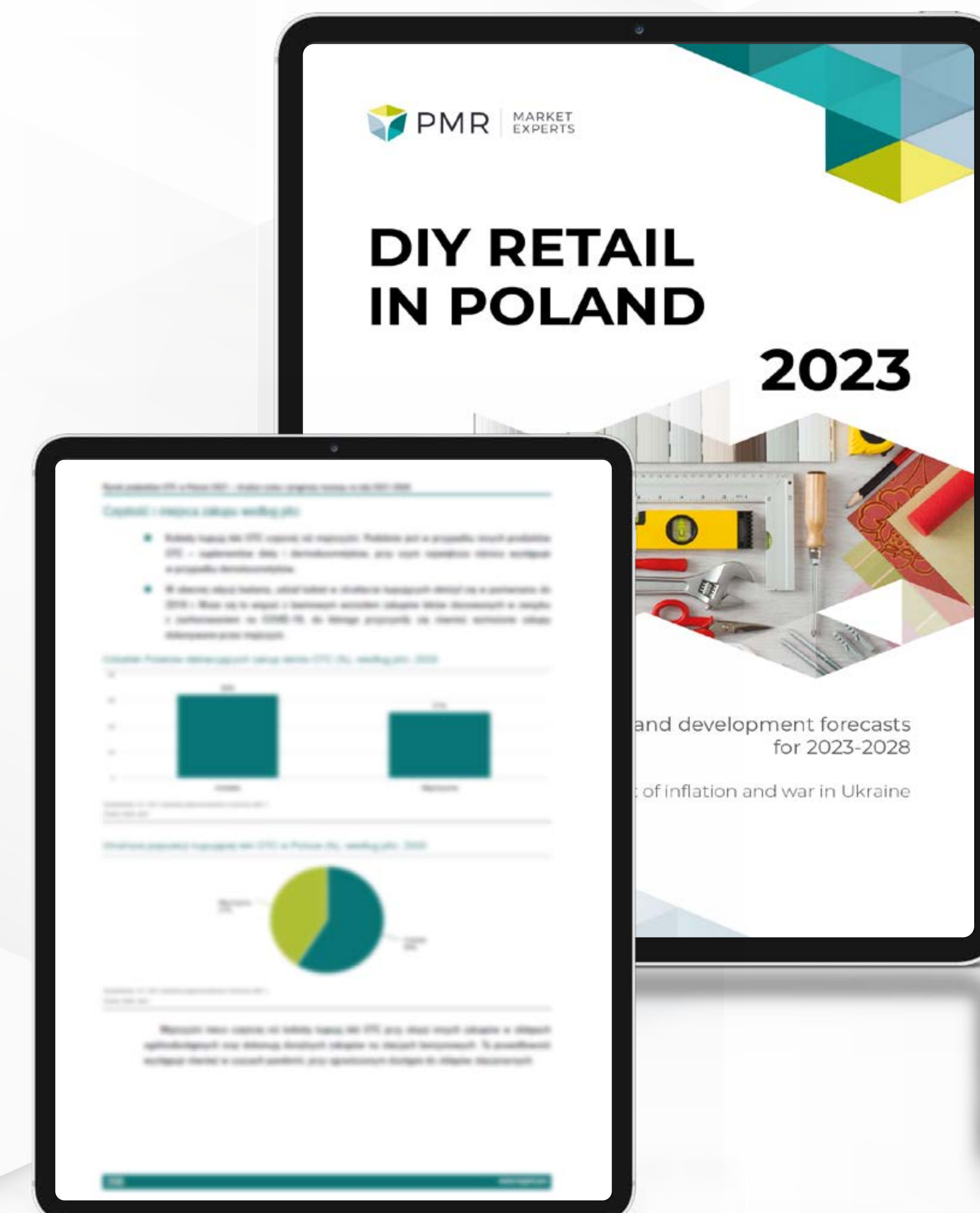
2021 proved to be a good year for the DIY market, as it represented an extended period of recovery from the short decline in sales following the outbreak of the pandemic. Yet in 2022, the negative economic consequences of COVID-19, the war in Ukraine, the adjustment in the housing market and increase in loan instalments became apparent. In addition, the high base achieved in the previous two years was observable, an effect of the renovation boom and customers buying home furnishing products during the COVID-19 pandemic. Consumer sentiment has declined, resulting in lower propensity to invest.

Price rises are, and will continue to be, some of the key challenges for the market. **According to PMR research, the vast majority (86%) of Poles declare that inflation is the reason they are cutting back on purchases, with four in 10 respondents reducing expenditure on renovations and redecorating.**

Inflation, following the record increase in 2022, will remain at a similar level in 2023 (in average annual terms). Prices on the DIY products market will also rise, albeit not as high as the overall inflation rate. **The price growth index should gradually slow down after Q1 2023, thanks to e.g. base effects, but it will remain at clearly elevated levels. Inflation is expected to return to its target figure not earlier than in late 2025.**

Since 2015, there was a strong and uninterrupted increase in the number of dwellings and homes completed in Poland, reaching nearly 240,000 in 2022. This has had a positive impact on demand in the DIY products market. The period 2022-2024 will see a decrease in construction starts, as well as dwelling and home completions. Based on our forecasts, as early as from 2025 onwards, the number of completed dwellings will grow again as a result of increased demand for mortgage loans and higher real disposable income of Poles.

A comprehensive analysis together with growth forecasts can be found in PMR's latest report, **[„DIY retail in Poland 2023”](#)**.



# About the report

## Main objective

To provide a comprehensive overview of the DIY market along with its development forecasts.

## Additional objectives of the report were to identify:

- sales channels for renovation and construction products and provide forecasts for their development
- key (macroeconomic, housing, demand-side, supply-side, legal) factors and trends in the renovation and construction market
- values of individual renovation and building product categories
- consumer behaviour when buying renovation and construction products
- DIY chain store locations – Trade map

## What can be found in the report?

- market value for the years 2019-2022 along with development forecasts until 2028
- market structure for the period of 2019-2022 along with development forecasts until 2028, by sales channels
- forecast changes in the prices of renovation and building products, and for other macroeconomic and demographic factors
- forecasts for the situation in the housing market and mortgage loan sector
- information on renovations carried out by Poles during the last year and their renovation plans
- profile of the consumer buying renovation and building products
- major players in the retail market of renovation and building products, including breakdown by sales channel



# Subject matter and scope

**Time span:** ..... 2019-2022

**Forecast period:** ..... 2023-2028

**Geographic coverage:** ..... Poland

## SCOPE

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

## SUBJECT MATTER

- market value
- breakdown of the total market value by:
  - DIY chains
  - non-chain stores
  - large-format grocery stores
  - internet
  - other store types
- breakdown of the total market value by product categories
- forecasts for the entire market and for sales channels



## FORECASTS

For the report, long-term market development forecasts were prepared using econometric models and a 10-year time series. The forecasts cover the period 2023-2028.

The report features forecasts for the following indicators:

- Per capita GDP and GDP real growth rate
- CPI and price index for renovation and building products
- average annual LFS unemployment rate and real change of average monthly gross wage in Poland
- real growth rate for household disposable income in Poland and private consumption
- number of Poland's residents and share of each demographic group

The report also contains long-term forecasts for the development of the housing market, in particular:

- number of housing starts
- number of housing unit and home completions
- Polish 3M WIBOR average annual interest rate
- change in the number of mortgage loans granted
- nominal change in the value of mortgage loans granted

## RENOVATIONS AND PROFILE OF THE BUYER OF RENOVATION AND BUILDING PRODUCTS

- time and scope of the last renovation, including types of rooms renovated and type of work carried out
- renovation cost and source of funding
- renovation plans, including the types of premises to be renovated and the scope of the work to be carried out
- planned renovation budget
- preferred places to shop for DIY products
- path-to-purchase for renovation and building products
- planned purchases of DIY products

# Benefits of purchasing the report

## What questions does the report answer?

- What is the value of the renovation and building supplies market in Poland?
- What are the prevailing trends in the Polish DIY market?
- How do inflation and the situation in the housing market affect the DIY market in Poland?
- What is the real growth rate for the DIY market?
- What are the largest categories of renovation and building products?
- What is the share of the online channel in the sales of renovation and building supplies?

**Together with the report, you will be provided with the most important data in the Excel spreadsheet for individual aggregation.**





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