


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

Market analysis and development forecasts for 2019-2024

2019

IN THE REPORT:

- Value of the market, with 5-year growth forecasts
- Shares of particular product segments: audiovisual, photo, large home appliances, small home appliances, computers, phones
- Shares of particular distribution channels: specialist shops, grocery stores, the internet
- Results of a consumer survey
- Analysis of trends and factors affecting the market

 +48 12 340 51 40

 retail@pmrcorporate.com

 [SEE WWW](#)



WHY IT'S WORTH IT:

- Unique data with expert commentary
- Presents growth forecasts for individual product segments
- Shows the impact of new trends and solutions such as IoT, smart home, etc.
- Analyses all players in the market
- Helps identify the areas with the highest potential in a saturated market