



# Appliances and Electronics Specialists in Poland

March 2024

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## Appliances and Electronics Specialists in Poland - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Economic slowdown and high inflation subdue sales of appliances and electronic specialists

The channel is increasingly characterised by large chains

Large chains such as Media Expert consolidate their positions in the channel

#### PROSPECTS AND OPPORTUNITIES

Growing demand for housing loans boost sales of appliances and electronics

Outlet numbers continue declining as more purchases move online

Chinese company JD.com considers entry to European markets

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Retail parks become a permanent part of the Polish retail landscape

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