



Home Improvement in Poland

June 2024

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Home Improvement in Poland - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Challenging macroeconomic conditions constrain sales within home improvement
Home paint shows some reliance, given as it is an inexpensive way to beautify one's home
Shortage of wood drives consumers to opt for alternative flooring options

PROSPECTS AND OPPORTUNITIES

Improved macroeconomic conditions and government support for first-time property owners should benefit home improvement sales
Online sales will grow in importance
Sustainable materials become increasingly important to consumers

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DISCLAIMER

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