

Gardening in Poland

June 2024

Table of Contents

Gardening in Poland - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Gardening equipment sees buoyant demand, despite inflationary pressures, as consumers remain keen to maintain outdoor spaces

Automatic watering systems registered growing demand as consumers sought sustainable convenience

Gardening specialists remain key distribution channel while e-commerce sees static performance

PROSPECTS AND OPPORTUNITIES

Consumers will continue to appreciate the health and wellness benefits of gardening

Robotic lawn mowers will continue to gain share over manual alternatives

Online channels will continue to expand

CATEGORY DATA

Table 1 - Sales of Gardening by Category: Value 2018-2023

Table 2 - Sales of Gardening by Category: % Value Growth 2018-2023

Table 3 - NBO Company Shares of Gardening: % Value 2019-2023

Table 4 - LBN Brand Shares of Gardening: % Value 2020-2023

Table 5 - Distribution of Gardening by Format: % Value 2018-2023

Table 6 - Forecast Sales of Gardening by Category: Value 2023-2028

Table 7 - Forecast Sales of Gardening by Category: % Value Growth 2023-2028

Home and Garden in Poland - Industry Overview

EXECUTIVE SUMMARY

Home and garden in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for home and garden?

MARKET DATA

Table 8 - Sales of Home and Garden by Category: Value 2018-2023

Table 9 - Sales of Home and Garden by Category: % Value Growth 2018-2023

Table 10 - NBO Company Shares of Home and Garden: % Value 2019-2023

Table 11 - LBN Brand Shares of Home and Garden: % Value 2020-2023

Table 12 - Penetration of Private Label in Home and Garden by Category: % Value 2018-2023

Table 13 - Distribution of Home and Garden by Format: % Value 2018-2023

Table 14 - Distribution of Home and Garden by Format and Category: % Value 2023

Table 15 - Forecast Sales of Home and Garden by Category: Value 2023-2028

Table 16 - Forecast Sales of Home and Garden by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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