



# Microwaves in Poland

February 2026

Table of Contents

## Microwaves in Poland - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Premiumisation trend reflects strong demand for sophisticated microwaves

Chart 1 - Key Trends 2025

Chart 2 - Analyst Insight

#### INDUSTRY PERFORMANCE

Rising demand for premium models drives sales growth

Innovative features drive value sales growth through premiumisation

Chart 3 - Amica Debuts AMMB25E2SGVB Q-TYPE Built-In Microwave with Sensor Controls

Multi-functional innovations drive sales

Chart 4 - Midea Rolls Out MSO25H 4-in-1 Microwave with Air Fry, Steam, Grill & Auto-Menu

#### WHAT'S NEXT?

Rising demand for multifunctional and smart microwaves

Innovative features and sustainability to shape industry growth

#### COMPETITIVE LANDSCAPE

Samsung Electronics and Amica lead in moderately concentrated landscape

Innovative products and distribution drive market leadership

#### CHANNELS

Electronics specialists lead sales with strong nationwide networks

E-commerce gains traction with wider product choice and promotions

#### PRODUCTS

Innovative launches showcase advanced features and versatility

Chart 5 - Samsung Launches Built-In Microwave with Multi-Function Cooking and Smart

#### COUNTRY REPORTS DISCLAIMER

[Consumer Appliances in Poland - Industry Overview](#)

### EXECUTIVE SUMMARY

Moderate growth in consumer appliances

### KEY DATA FINDINGS

Chart 6 - Key Trends 2025

Chart 7 - Analyst Insight

#### INDUSTRY PERFORMANCE

Strong demand for energy-efficient appliances drives sales growth

Home laundry appliances dominate market share

Air conditioners see dynamic growth due to multifunctionality

Chart 8 - Fersk Vind 2 WiFi HEPA brings 4-in-1 climate control to compact spaces

#### WHAT'S NEXT?

Consumers prioritise energy efficiency and smart technology

Smart and AI-powered features reshape product design

Chart 9 - LG debuts Artcool AI Air and DUALCOOL AI Air with intelligent occupant sensing

Innovation drives growth in key subcategories

Chart 10 - Growth Decomposition of Consumer Appliances 2024-2029

## COMPETITIVE LANDSCAPE

BSH and Groupe SEB lead market with diverse portfolios  
Emerging players and innovation drive market dynamics

## CHANNELS

Appliance and electronics specialists lead distribution channel  
E-commerce grows rapidly with competitive pricing and convenience

## PRODUCTS

Innovation fuels market expansion  
Chart 11 - Real GDP Growth and Inflation 2020-2030  
Chart 12 - PEST Analysis in Poland 2025

## CONSUMER CONTEXT

Chart 13 - Key Insights on Consumers in Poland 2025  
Chart 14 - Consumer Landscape in Poland 2025

## COUNTRY REPORTS DISCLAIMER

## SOURCES

Summary 1 - Research Sources

### About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/microwaves-in-poland/report](http://www.euromonitor.com/microwaves-in-poland/report).