



**Euromonitor  
International**

# Home and Garden in Poland

June 2025

Table of Contents

EXECUTIVE SUMMARY

Home and garden in 2024: The big picture  
2024 key trends  
Competitive landscape  
Retail developments  
What next for home and garden?

MARKET DATA

Table 1 - Sales of Home and Garden by Category: Value 2019-2024  
Table 2 - Sales of Home and Garden by Category: % Value Growth 2019-2024  
Table 3 - NBO Company Shares of Home and Garden: % Value 2020-2024  
Table 4 - LBN Brand Shares of Home and Garden: % Value 2021-2024  
Table 5 - Penetration of Private Label in Home and Garden by Category: % Value 2019-2024  
Table 6 - Distribution of Home and Garden by Format: % Value 2019-2024  
Table 7 - Distribution of Home and Garden by Format and Category: % Value 2024  
Table 8 - Forecast Sales of Home and Garden by Category: Value 2024-2029  
Table 9 - Forecast Sales of Home and Garden by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

KEY DATA FINDINGS

2024 DEVELOPMENTS

Paint and wall coverings lead amid shifting consumer priorities and design trends  
Akzo Nobel gains top spot in 2024  
Grocery retailers steal some value share

PROSPECTS AND OPPORTUNITIES

Power tools set to drive growth over forecast period  
Tech innovations transform home improvement  
Affordable prices remain key to attracting price sensitive consumers

CATEGORY DATA

Table 10 - Sales of Home Improvement by Category: Value 2019-2024  
Table 11 - Sales of Home Improvement by Category: % Value Growth 2019-2024  
Table 12 - NBO Company Shares of Home Improvement: % Value 2020-2024  
Table 13 - LBN Brand Shares of Home Improvement: % Value 2021-2024  
Table 14 - Distribution of Home Improvement by Format: % Value 2019-2024  
Table 15 - Forecast Sales of Home Improvement by Category: Value 2024-2029  
Table 16 - Forecast Sales of Home Improvement by Category: % Value Growth 2024-2029

KEY DATA FINDINGS

2024 DEVELOPMENTS

Gardening equipment accounts for most value sales, but garden care strongest performer  
Evergreen holds on to top spot, by prioritising affordability, accessibility, and environmental responsibility

Home improvement and gardening stores dominate, though e-commerce gains most value share

PROSPECTS AND OPPORTUNITIES

Steady growth, though profit margins tight  
Consumer demand for eco-friendly and automated gardening tools set to rise  
Climate change to transform home gardening in Poland by 2035

CATEGORY DATA

- Table 17 - Sales of Gardening by Category: Value 2019-2024
- Table 18 - Sales of Gardening by Category: % Value Growth 2019-2024
- Table 19 - NBO Company Shares of Gardening: % Value 2020-2024
- Table 20 - LBN Brand Shares of Gardening: % Value 2021-2024
- Table 21 - Distribution of Gardening by Format: % Value 2019-2024
- Table 22 - Forecast Sales of Gardening by Category: Value 2024-2029
- Table 23 - Forecast Sales of Gardening by Category: % Value Growth 2024-2029

Homewares in Poland

KEY DATA FINDINGS

2024 DEVELOPMENTS

Homewares best performer in 2024  
Ikea continues to lead, and Le Creuset gains most value share  
Supermarkets steal significant value share

PROSPECTS AND OPPORTUNITIES

Positive growth over forecast  
Smart and hygienic innovations set to reshape homewares in Poland  
Sustainable and biodegradable homewares poised for strong growth

CATEGORY DATA

- Table 24 - Sales of Homewares by Category: Value 2019-2024
- Table 25 - Sales of Homewares by Category: % Value Growth 2019-2024
- Table 26 - Sales of Homewares by Material: % Value 2019-2024
- Table 27 - NBO Company Shares of Homewares: % Value 2020-2024
- Table 28 - LBN Brand Shares of Homewares: % Value 2021-2024
- Table 29 - Distribution of Homewares by Format: % Value 2019-2024
- Table 30 - Forecast Sales of Homewares by Category: Value 2024-2029
- Table 31 - Forecast Sales of Homewares by Category: % Value Growth 2024-2029

Home Furnishings in Poland

KEY DATA FINDINGS

2024 DEVELOPMENTS

Fall in current value sales in 2024  
Ikea remains on top and gains further value share  
E-commerce performs strongly

PROSPECTS AND OPPORTUNITIES

Saturation and economic uncertainty dampens value sales  
AI and automation in furniture design and production set to revolutionise home furnishings  
Consumers highly price sensitive over forecast period

CATEGORY DATA

Table 32 - Sales of Home Furnishings by Category: Value 2019-2024

Table 33 - Sales of Home Furnishings by Category: % Value Growth 2019-2024

Table 34 - NBO Company Shares of Home Furnishings: % Value 2020-2024

Table 35 - LBN Brand Shares of Home Furnishings: % Value 2021-2024

Table 36 - LBN Brand Shares of Light Sources: % Value 2021-2024

Table 37 - Distribution of Home Furnishings by Format: % Value 2019-2024

Table 38 - Forecast Sales of Home Furnishings by Category: Value 2024-2029

Table 39 - Forecast Sales of Home Furnishings by Category: % Value Growth 2024-2029

## 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/home-and-garden-in-poland/report](http://www.euromonitor.com/home-and-garden-in-poland/report).