



Euromonitor
International

Food Preparation Appliances in Poland

February 2026

Table of Contents

KEY DATA FINDINGS

2025 DEVELOPMENTS

Multi-functionality and healthier living drives demand

Chart 1 - Key Trends 2025

Chart 2 - Analyst Insight

INDUSTRY PERFORMANCE

Urban households drive demand amid rising incomes

BlendyGo and Vorwerk lead with innovative product launches

Chart 3 - BlendyGo Launches Cordless Portable Blender in Poland, Driving On-the-Go Convenience

Health and wellness focus stimulates demand for key appliances

Chart 4 - Nutribullet debuts ultra plus+ compact kitchen system in Poland to elevate healthy ho

Multi-functionality and compact design drive premiumisation

Chart 5 - Vorwerk Launches Thermomix TM7 Multi-Functional Kitchen Robot in Poland

WHAT'S NEXT?

Rising incomes and health trends boost appliance sales

Blenders maintain largest share as consumers seek versatility

Innovative launches drive growth through health and convenience

COMPETITIVE LANDSCAPE

Bosch maintains lead with broad portfolio and innovation

CHANNELS

Appliances and electronics specialists lead retail sales

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/food-preparation-appliances-in-poland/report.