



Euromonitor
International

Refrigeration Appliances in Poland

February 2026

Table of Contents

Refrigeration Appliances in Poland - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Slower growth powered by demand for premium appliances

Chart 1 - Key Trends 2025

Chart 2 - Analyst Insight

INDUSTRY PERFORMANCE

Smart features drive premiumisation and sales growth

Designs shift to compact and multi-functional appliances

Chart 3 - LG Introduces MoodUP InstaView Refrigerator with Wine Zone

Dynamic growth in electric wine coolers/chillers subcategory

Chart 4 - Samsung Launches AI-powered Multidoor Fridge with Smart Vision and Home Integration

Chart 5 - Samsung debuts energy-smart Combi fridge with AI Energy Mode in Poland

WHAT'S NEXT?

Consumers prioritise energy efficiency and premium features

Fridge freezers remain dominant as niche categories grow from a low base

AI-powered multifunctionality and premiumisation drive sales

COMPETITIVE LANDSCAPE

International players lead Poland's refrigeration appliances market

CHANNELS

Appliances and electronics specialists drive offline sales

Retail e-commerce gains traction with competitive pricing

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/refrigeration-appliances-in-poland/report.