



PMR Industry Report

DIY retail in Poland 2017

Market analysis and development forecasts for 2017-2022

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Standard Plus licence: 2990€

Corporate licence: 5750€

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Take advantage of the PMR offer

If you are interested in the PMR report or deepening of selected segments or additional expertise on the DIY market, I invite you to contact our consultants.



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PMR Report

- **Unique 5-year forecasts** prepared by the PMR team using a **proven and coherent methodology**
- **Expert commentary** allowing for a better **understanding of the current and future situation** and **opportunities and threats**
- Description of the main **trends and legal changes** affecting the market

What is the content of the report?

- **Value of the total DIY market in Poland**, with a proprietary forecast for the next five years developed by PMR econometricians using well-tested econometric models
- **Value of the two main segments of the DIY market**, i.e. institutional and DIY retail, with a forecast till 2022
- **Alternative market development scenarios until 2022**, with estimated influence of key factors on projected market value, developed in collaboration with a team of econometricians
- **Presentation of key trends**, including e.g. consolidation in the sector, the growing popularity of online purchases, the expanding product assortment of DIY stores
- **Value and market share of individual distribution channels**, with a forecast till 2022
- **Presentation of the findings of a consumer survey** into Poles' DIY purchases and plans commissioned by PMR
- **Sales turnover and market share data** for major DIY market players
- **Store numbers** and expansion plans of DIY chains
- **Profiles of leading players** with information on their growth strategies and plans, the format and visual appearance of their stores, and with complete lists of locations

5 Reasons to choose PMR

- 1 **Comprehensive picture** of the DIY market in Poland and all its distribution channels that will help companies assess growth prospects, decide on potential M&A deals etc.
- 2 Proprietary **5-year forecast** for the DIY market and its segments and channels providing a valuable basis for strategy development (short-term and long-term growth strategy, sales strategy)
- 3 The report includes an in-depth analysis of key trends prevailing on the DIY market and their influence on market value, and discusses alternative **market development scenarios** till 2022
- 4 Analysis of the **competitive landscape** and **leading players** that will be of help in deciding whether to enter a new segment or how to shape the product offer
- 5 Findings from a **consumer survey** into Poles' DIY purchases and plans offering a useful check for near-term sales targets and basis for marketing decisions



Who benefits from the PMR report?

- DIY chains
- Wholesalers of building materials
- Manufacturers and distributors of DIY products, i.e. electrical products, wooden products, drainage fittings, building materials, tools, garden products
- Large-format grocery chains that offer DIY products or are planning to add them to their product list
- Online stores and suppliers of IT solutions to retail chains
- Trade bodies and associations
- Companies planning to enter the DIY market
- M&A advisory firms
- Investors, developers and construction and maintenance contractors
- Logistics companies that serve DIY chains
- Banks, analysts and consultancy companies

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