

Press release

Polish smart-devices market is growing

Poland is rising to a position of a leader in production of smart consumer electronics. More and more smart-devices are being manufactured in Polish home appliances and consumer electronics factories and the manufacturers are investing more resources into building R&D centers in our country. What's important, majority of said devices is being sent abroad. According to a „Polish revolution in smart sector” report prepared by ZIPSEE „Digital Poland” and Ministry of Development, Polish people are also spending more money on advanced TVs and big household products.

Authors of the report state that consumer electronics sector is one of the most dynamically growing branches of Polish economy. Its contribution to national economic growth is increasing systematically. Back in 2016, income of said sector from home appliances alone reached almost 5 billion euro, which was the 3rd highest result in Europe. Only the Germany and Italy surpassed this outcome.

Such a good result was possible mostly thanks to the scale of electronic devices export. In 2016, 87 percent of manufactured home appliances landed on foreign markets, mainly in Germany, Great Britain and France. At the same time, Poland in the biggest manufacturer and exporter of TVs in Europe. Almost 90 percent of manufactured TVs are sent abroad yearly.

Polish people are spending more and more on electronics

Sales of home appliances and consumer electronics are also stable in our country. According to the report by ZIPSEE „Digital Poland” and the Ministry of Development, expenses of Polish consumers on electronics are reaching the level of those presented by citizens in Western Europe. Back in 2015, we were around three years behind in this scope, in 2016 it was two years and the distance shrunken to a year in 2017. Polish people more often pay attention to technological solutions offered by manufacturers and are willing to spend more money if they are presented with more benefits in return. According to the report, a typical Polish citizen replaces his or her TV every 7 years on average and the refrigerator every 8 years. That means that a Polish household spends 270 PLN on a TV and 200 PLN for a refrigerator yearly.

Smart devices are a chance for our economy

The report states that a growing demand of devices utilizing Smart Home solutions is a big chance for the consumer electronics sector of Polish economy. A growing portion of home appliances and consumer electronics manufactured in Poland is built in smart (connected) technology. 10 factories in the country are responsible for manufacturing devices providing smart solutions in cutting edge TVs, ovens, refrigerators, washing machines, dishwashers and extractor hoods. There are also 7 R&D centers functioning in Poland which take care of the research and development of smart consumer electronics. Expenses in our country in the field of house appliances have reached almost 150 million euro and are one of the greatest in Europe after Germany and Italy.

Polish people interested in smart home appliances and consumer electronics

Manufacturers representing consumer electronics market see two main trends: a growth of interest in Smart TV and increasing diagonals of sold TV screens – states the report. Currently, 80

percent of sold TVs are Smart TV models, which means they allow accessing movies and music over the Internet. In 2016, they were just 60 percent of TVs sold. At the same time, Polish citizens are buying bigger TVs. At the moment, models with screen diagonal over 40 inches are most commonly selected. More often these are also UHD (4K) Smart TVs utilizing latest technologies with 50 inches and bigger diagonals. Since July last until July 2017, sales of TVs with diagonals of 60 inches and more increased by almost a half. Concurrently in this period, interest in TVs with diagonals of 39 inches and less dropped a dozen or so percent.

In terms of home appliances, Polish people are more often choosing refrigerators utilizing NOFROST technology. Consumers also prefer SLIM type washing machines offering a higher energy label, bigger workload and smallest possible size at the same time.

Consumer electronics sector is important for the Polish government

*„Nowadays, consumer electronics sector is one of the key assets of Fourth Industrial Revolution, in which Poland is taking and active part. Our government has been the first one in history of Poland to build a complex ecosystem for development of innovation consisting of a set of tax relief options, instruments of financial support and solutions facilitating cooperation between research and business Synergy between global concerns present in Poland and increasingly strong national investors allows us to aim high and rebuild the potential of Polish sector of consumer electronics” – says deputy Prime Minister, Minister of Development and Finance **Mateusz Morawiecki**.*

President of ZIPSEE „Digital Poland” **Michał Kanownik** points to the fact that manufacturers of home appliances and consumer electronics are more often choosing Poland as a site for their R&D centers. – *They appreciate the value of Polish technical and scientific base. It’s important for the Polish economy as a whole. That’s because solutions developed in R&D centers are utilized in manufacturing of electronic devices all around the world and thus, significance of Polish economy is growing on a global scale – states Kanownik.* In his opinion, we should do everything that is in our power to support activity of young engineers and start-ups in order to use their potential in our country while developing Polish, innovative products, which could boldly compete on global markets. – *Nowadays, many gifted, young people work for foreign concerns. We need to join our strength to turn this trend around, so that they can become even a more powerful fuel for Polish economy in the future – says the president of ZIPSEE „Digital Poland”.*