

Description

Door market in Poland

edition 2020

About the report

Door market in Poland, edition 2020 is the latest edition of the annual report by Centrum Analiz Branżowych regarding the door market in Poland. This study is aimed at supplying door manufacturers, suppliers as well as distribution enterprises with comprehensive information concerning the development of the Polish industry home and abroad.

The report discusses the results of the door industry in 2019 and presents preliminary manufacturing results in HY1 2020 and a door sales forecast in Poland in the period 2020–2021.

The report consists of 8 chapters demonstrating:



the macroeconomic environment in which Polish manufacturers operate /**economy, construction industry**/

the **position** of the Polish window and door joinery sector **against other European countries**,



door manufacturing in Poland, its **product** and material **structure**, and performance of the **leading manufacturers**,

the volume, dynamics and directions of door **export** from Poland,



results of door **import** and share of imported doors in domestic sales,

door sales in Poland, including in **new construction projects** and in the **renovation market**,



impact of Covid-19 on renovation plans of Poles and performance of door manufacturers in HY1 2020,

a **forecast of door** sales by Polish manufacturers in the period **2020-2021**



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Definitions

The analysis covers the door market in Poland, including internal doors, external doors (entrance doors for dwellings and buildings) as well as special-purpose doors, formed in plastics, wood or wood-based materials, steel and aluminium.

Products defined in accordance with the following classifications are regarded as doors:

- NACE Rev.2 – codes 16.23.11-50.01 (wood doors), 22.23.14-50.02 (plastic doors for construction), 25.12.10-30.01.01 (steel doors), 25.12.10-50.01.01 (aluminium doors),
- and CN – codes 39252000 (plastic joinery), 441820 (wood doors), 73083000 (steel joinery), 76101000 (aluminium joinery).

Note: the term wood doors includes products made of solid wood and wood-based materials.

Methodology

Research methods and techniques

- analysis of secondary sources – the report uses data from external sources, such as statistical offices, Customs Service, credit agencies, stock exchange reports, press releases, corporate presentations, manufacturers' websites
- own research – two types of own research were carried out for the purposes of the report:
 1. CAWI (survey questionnaires sent by e-mail) – a survey conducted among **door manufacturers and suppliers** regarding the companies' performance in 2019. It is a survey aimed to obtain information about sales performance, export share in a given company's performance and manufacturing/sales structure,
 2. CATI (computer-assisted telephone interview) – interviews carried out with 95 **door manufacturers** in Poland. The respondents were asked to assess their sales in 2019 as well as to provide their forecast for the period 2020–2021 and the geographical and product structure of sales,
 3. CAWI (web interview) – a survey among **door manufacturers and suppliers** about the impact of Covid-19 on the enterprises' sales in 2020,
 4. CATI (computer-assisted telephone interview) – interviews carried out with 50 **renovation companies** about the impact of Covid-19 on the renovation market in 2020,
 5. CAWI (web interview) – a survey among **1,000 Poles** about their renovation activity in 2020,
 6. CAWI (web interview) – a survey among **800 Poles having a renovation** about their renovation activity in 2020,

The study uses annual average NBP exchange rates:

- | | |
|----------------------------|----------------------------|
| ▪ 2013: EUR 1 = PLN 4.1975 | ▪ 2017: EUR 1 = PLN 4.2576 |
| ▪ 2014: EUR 1 = PLN 4.1852 | ▪ 2018: EUR 1 = PLN 4.2623 |
| ▪ 2015: EUR 1 = PLN 4.1839 | ▪ 2019: EUR 1 = PLN 4.2980 |
| ▪ 2016: EUR 1 = PLN 4.3625 | |

Terms of sale

Publication date

July 2020

Language

Polish or English

Format of the report

a PDF file sent to the indicated e-mail address

Volume

52 pages, 69 charts and tables

Net price

Polish version: PLN 3500 / EUR 850

English version: PLN 4000 / EUR 1000

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