



Polish Furniture: Top Quality with European Design

Polish furniture has become synonymous with superior quality and European design at competitive prices. Today, products from Poland are available in numerous retail chains throughout the United States as well as online. The world's largest furniture industry event, High Point Market in North Carolina will be an excellent opportunity to learn more about the attractive ranges produced by Polish manufacturers.

Poland: A Strong Brand on the Global Furniture Market

The Polish furniture industry is considered to be among the world's elite. Poland is the fourth largest furniture exporter in the world and the third largest in Europe. Home furnishings manufactured in Poland are sought after all over the world, with the USA being one of the top export destinations. Based on the findings presented in "2025 Polish Furniture Outlook", Americans buy Polish furniture because they appreciate its quality and fashionable design as well as its functionality and the possibility to adapt it to different unit sizes¹.

"Polish furniture is often found in American homes. It has become increasingly accessible to American consumers. We are systematically expanding our distribution network in the USA and our products can be found in well-known nationwide retail chains. We are constantly working in order to fit in as best we can with the US market. Achieving a stable position in the United States requires a flexible approach, but the Polish furniture industry is ready for this step," comments Tomasz Wiktorski of the Polish Chamber of Commerce of Furniture Manufacturers.

European Design At Competitive Prices

Polish furniture available on the US market is the embodiment of European design at competitive prices. Polish products are in line with current trends or set them themselves, arousing the interest of interior designers. They are appreciated by connoisseurs of the art of furniture making as well as by anyone who values the rich and diverse European culture and wishes to include its elements in their own interiors.

The European design of Polish furniture is also an attractive solution for Americans of European descent who wish to refer to their ancestral origins when furnishing their homes. Polish manufacturers have well understood the needs of the US market, and responded to it. And so, today they can offer their clients a carefully selected range of products, developed in the European style, while tailored to the individual needs of American consumers.

Polish Furniture: High Quality In a Box

However, the latest designs and competitive pricing are not the only strengths of the Polish furniture industry. E-commerce has become a Polish specialty. Thanks to online stores, you can purchase high-quality furniture and furnishings packaged and prepared for national or international shipping.

¹ "2025 Polish Furniture Outlook" Report (org. "Polskie Meble Outlook 2025") of the Polish Chamber of Commerce of Furniture Manufacturers





Polish manufacturers strive to maintain the highest standards and customer satisfaction with online shopping. The furniture is made of durable wood materials obtained from certified sources, crafted with precision and attention to detail. Thanks to advanced manufacturing technologies, it will last a lifetime. With this approach, Polish furniture has become synonymous with high quality measured against demanding European standards.

"We are breaking stereotypes in that we prove it is possible to sell high-quality boxed furniture. Our products are designed to be shipped via online distribution networks so they can easily reach far-off corners of the world. Anyone involved in online trading should familiarize themselves with the product range of Polish furniture manufacturers. Using Polish suppliers also ensures American businesses additional security in the face of global challenges, such as pandemics or military conflicts, which can disrupt supply chains," states Tomasz Wiktorski.

Polish Furniture At High Point Market

The qualities of Polish furniture will be presented at High Point Market (April 26-30), the world's largest furniture industry event. More than a dozen Polish manufacturers have confirmed their attendance in North Carolina. Some of them will appear at High Point Market as exhibitors. Others will be the guests of the Polish Investment and Trade Agency (PAIH).

"PAIH is a State agency, that conducts numerous promotional initiatives for the Polish furniture industry. Among other activities, it organizes Polish National Stands at major industry events around the globe. The Polish National Stand (C&D 5-H showroom) at High Point Market gives Polish furniture manufacturers a dedicated space to do business and connect with international partners. They will also receive factual support with respect to conducting business on the US market. Every Polish company is free to join us," says Bartosz Ossowski, an Expert in PAIH's European Projects Department.

The Polish Investment and Trade Agency organizes the Polish National Stands as part of a sectoral promotion programme targeting promising foreign markets. The programme is carried out under the project **"Internationalization of SMEs – Brand HUB"**, implemented by the Polish Investment and Trade Agency in cooperation with the **Ministry of Economic Development and Technology**, within the framework of the **"European Funds for a Smart Economy 2021–2027"** programme.

The goal of the **"Internationalization of SMEs – Brand HUB"** project is to leverage and enhance the development potential of Polish small and medium-sized enterprises (SMEs) and to increase export volumes through their participation in promotional activities in foreign markets. Sectoral promotion programmes aim to support the international recognition of these sectors by promoting the **Polish Economy Brand** under the slogan **"Poland. Business Forward."**

