

## **Retail E-Commerce in Poland**

Market Direction | 2023-03-14 | 41 pages | Euromonitor

### **AVAILABLE LICENSES:**

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

### **Report description:**

Growth in retail e-commerce current value sales in 2022 was up on 2021. While this was partly due to rapidly rising inflation, the improvement also reflected the fact that changes recently brought about by COVID-19 have greatly strengthened the penetration of this channel in Poland on both the demand and supply sides. Since the beginning of the pandemic, consumers - including older demographics - have become more comfortable with online shopping and gained a greater appreciation for the convenience...

Euromonitor International's Retail E-Commerce in Poland report offers insight into key trends and developments driving the industry. The report examines all retail channels to provide sector insight. Channels include hypermarkets, supermarkets, discounters, convenience stores, mixed retailers, health and beauty retailers, clothing and footwear retailers, furniture and furnishing stores, DIY and hardware stores, durable goods retailers, leisure and personal goods retailers. There are profiles of leading retailers, with analysis of their performance and the challenges they face. There is also analysis of non-store retailing: vending; homeshopping; internet retailing; direct selling, as available.

Product coverage: Retail E-Commerce by Product, Retail E-Commerce by Type.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Retail E-Commerce market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

reliable information resources to help drive informed strategic planning.

## **Table of Contents:**

Retail E-Commerce in Poland  
Euromonitor International  
March 2023

List Of Contents And Tables

### **RETAIL E-COMMERCE IN POLAND**

#### **KEY DATA FINDINGS**

#### **2022 DEVELOPMENTS**

Pandemic-induced changes accelerate development of retail e-commerce

Deferred payment options continue to gain popularity

Demands for convenience stimulate greater focus on delivery times and mobile apps

#### **PROSPECTS AND OPPORTUNITIES**

Retail e-commerce set to continue expanding at an impressive pace

Online trade in second-hand goods expected to increase

Local player Allegro likely to remain the clear leader among third party marketplaces

#### **CHANNEL DATA**

Table 1 Retail E-Commerce by Channel: Value 2017-2022

Table 2 Retail E-Commerce by Channel: % Value Growth 2017-2022

Table 3 Retail E-Commerce by Product: Value 2017-2022

Table 4 Retail E-Commerce by Product: % Value Growth 2017-2022

Table 5 Retail E-Commerce GBO Company Shares: % Value 2018-2022

Table 6 Retail E-Commerce GBN Brand Shares: % Value 2019-2022

Table 7 Forecast Retail E-Commerce by Channel: Value 2022-2027

Table 8 Forecast Retail E-Commerce by Channel: % Value Growth 2022-2027

Table 9 Forecast Retail E-Commerce by Product: Value 2022-2027

Table 10 □Forecast Retail E-Commerce by Product: % Value Growth 2022-2027

### **RETAIL IN POLAND**

#### **EXECUTIVE SUMMARY**

Retail in 2022: The big picture

Proximity shopping trend continues to fuel development of new retail parks

Retailers explore new ways to circumvent the ban on Sunday trading

What next for retail?

#### **OPERATING ENVIRONMENT**

Informal retail

Opening hours for physical retail

Summary 1      Standard Opening Hours by Channel Type 2022

Seasonality

Christmas

Easter

#### **MARKET DATA**

Table 11 Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2017-2022

Table 12 Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2017-2022

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

Table 13 Sales in Retail Offline by Channel: Value 2017-2022

Table 14 Sales in Retail Offline by Channel: % Value Growth 2017-2022

Table 15 Retail Offline Outlets by Channel: Units 2017-2022

Table 16 Retail Offline Outlets by Channel: % Unit Growth 2017-2022

Table 17 Sales in Retail E-Commerce by Product: Value 2017-2022

Table 18 Sales in Retail E-Commerce by Product: % Value Growth 2017-2022

Table 19 Grocery Retailers: Value Sales, Outlets and Selling Space 2017-2022

Table 20 □Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2017-2022

Table 21 □Sales in Grocery Retailers by Channel: Value 2017-2022

Table 22 □Sales in Grocery Retailers by Channel: % Value Growth 2017-2022

Table 23 □Grocery Retailers Outlets by Channel: Units 2017-2022

Table 24 □Grocery Retailers Outlets by Channel: % Unit Growth 2017-2022

Table 25 □Non-Grocery Retailers: Value Sales, Outlets and Selling Space 2017-2022

Table 26 □Non-Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2017-2022

Table 27 □Sales in Non-Grocery Retailers by Channel: Value 2017-2022

Table 28 □Sales in Non-Grocery Retailers by Channel: % Value Growth 2017-2022

Table 29 □Non-Grocery Retailers Outlets by Channel: Units 2017-2022

Table 30 □Non-Grocery Retailers Outlets by Channel: % Unit Growth 2017-2022

Table 31 □Retail GBO Company Shares: % Value 2018-2022

Table 32 □Retail GBN Brand Shares: % Value 2019-2022

Table 33 □Retail Offline GBO Company Shares: % Value 2018-2022

Table 34 □Retail Offline GBN Brand Shares: % Value 2019-2022

Table 35 □Retail Offline LBN Brand Shares: Outlets 2019-2022

Table 36 □Retail E-Commerce GBO Company Shares: % Value 2018-2022

Table 37 □Retail E-Commerce GBN Brand Shares: % Value 2019-2022

Table 38 □Grocery Retailers GBO Company Shares: % Value 2018-2022

Table 39 □Grocery Retailers GBN Brand Shares: % Value 2019-2022

Table 40 □Grocery Retailers LBN Brand Shares: Outlets 2019-2022

Table 41 □Non-Grocery Retailers GBO Company Shares: % Value 2018-2022

Table 42 □Non-Grocery Retailers GBN Brand Shares: % Value 2019-2022

Table 43 □Non-Grocery Retailers LBN Brand Shares: Outlets 2019-2022

Table 44 □Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2022-2027

Table 45 □Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2022-2027

Table 46 □Forecast Sales in Retail Offline by Channel: Value 2022-2027

Table 47 □Forecast Sales in Retail Offline by Channel: % Value Growth 2022-2027

Table 48 □Forecast Retail Offline Outlets by Channel: Units 2022-2027

Table 49 □Forecast Retail Offline Outlets by Channel: % Unit Growth 2022-2027

Table 50 □Forecast Sales in Retail E-Commerce by Product: Value 2022-2027

Table 51 □Forecast Sales in Retail E-Commerce by Product: % Value Growth 2022-2027

Table 52 □Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2022-2027

Table 53 □Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2022-2027

Table 54 □Forecast Sales in Grocery Retailers by Channel: Value 2022-2027

Table 55 □Forecast Sales in Grocery Retailers by Channel: % Value Growth 2022-2027

Table 56 □Forecast Grocery Retailers Outlets by Channel: Units 2022-2027

Table 57 □Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2022-2027

Table 58 □Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2022-2027

Table 59 □Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2022-2027

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

Table 60 □Forecast Sales in Non-Grocery Retailers by Channel: Value 2022-2027

Table 61 □Forecast Sales in Non-Grocery Retailers by Channel: % Value Growth 2022-2027

Table 62 □Forecast Non-Grocery Retailers Outlets by Channel: Units 2022-2027

Table 63 □Forecast Non-Grocery Retailers Outlets by Channel: % Unit Growth 2022-2027

DISCLAIMER

SOURCES

Summary 2 Research Sources

## Retail E-Commerce in Poland

Market Direction | 2023-03-14 | 41 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

### ORDER FORM:

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ \*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-02-08"/>
		Signature	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com