

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

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

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### **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.

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reliable information resources to help drive informed strategic planning.

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Euromonitor International  
March 2023

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

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