

Retail E-Commerce in Poland

Market Direction | 2024-03-07 | 40 pages | Euromonitor

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Report description:

In 2023, retail value sales of retail e-commerce recoded healthy growth. The category benefited enormously from the pandemic during which there was a surge in the number of consumers shopping online. While the threat from COVID-19 has waned considerably, consumers have retained the habit of shopping online, despite the normalisation of society and the reopening of bricks and mortar stores.

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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Allegro Marketplace retains strong outright lead

Positive trends in grocery e-commerce

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The trend in which more brands opt to sell directly to customers characterises retail e-commerce over the forecast period

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