

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.

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

reliable information resources to help drive informed strategic planning.

Table of Contents:

Retail E-Commerce in Poland
Euromonitor International
April 2024

List Of Contents And Tables

RETAIL E-COMMERCE IN POLAND

KEY DATA FINDINGS

2023 DEVELOPMENTS

Consumers actively seek out lower prices online

Allegro.pl retains strong outright lead thanks to wide range and high-frequency purchases

Grocery e-commerce players prove proactive with value-added subscription offers

PROSPECTS AND OPPORTUNITIES

Retail e-commerce set to further gain share thanks to growth in marketplaces

More brands to sell directly to customers over forecast period

Emergence of new players further boosts the potential of retail e-commerce

CHANNEL DATA

Table 1 Retail E-Commerce by Channel: Value 2018-2023

Table 2 Retail E-Commerce by Channel: % Value Growth 2018-2023

Table 3 Retail E-Commerce by Product: Value 2018-2023

Table 4 Retail E-Commerce by Product: % Value Growth 2018-2023

Table 5 Retail E-Commerce GBO Company Shares: % Value 2019-2023

Table 6 Retail E-Commerce GBN Brand Shares: % Value 2020-2023

Table 7 Forecast Retail E-Commerce by Channel: Value 2023-2028

Table 8 Forecast Retail E-Commerce by Channel: % Value Growth 2023-2028

Table 9 Forecast Retail E-Commerce by Product: Value 2023-2028

Table 10 Forecast Retail E-Commerce by Product: % Value Growth 2023-2028

RETAIL IN POLAND

EXECUTIVE SUMMARY

Retail in 2023: The big picture

The number of retail stores is falling

Retail parks become a permanent part of the Polish retail landscape

What next for retail?

OPERATING ENVIRONMENT

Informal retail

Opening hours for physical retail

Summary 1 Standard Opening Hours by Channel Type 2023

Seasonality

Christmas

Easter

MARKET DATA

Table 11 Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2018-2023

Table 12 Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2018-2023

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Table 13 Sales in Retail Offline by Channel: Value 2018-2023
 Table 14 Sales in Retail Offline by Channel: % Value Growth 2018-2023
 Table 15 Retail Offline Outlets by Channel: Units 2018-2023
 Table 16 Retail Offline Outlets by Channel: % Unit Growth 2018-2023
 Table 17 Sales in Retail E-Commerce by Product: Value 2018-2023
 Table 18 Sales in Retail E-Commerce by Product: % Value Growth 2018-2023
 Table 19 Grocery Retailers: Value Sales, Outlets and Selling Space 2018-2023
 Table 20 Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2018-2023
 Table 21 Sales in Grocery Retailers by Channel: Value 2018-2023
 Table 22 Sales in Grocery Retailers by Channel: % Value Growth 2018-2023
 Table 23 Grocery Retailers Outlets by Channel: Units 2018-2023
 Table 24 Grocery Retailers Outlets by Channel: % Unit Growth 2018-2023
 Table 25 Non-Grocery Retailers: Value Sales, Outlets and Selling Space 2018-2023
 Table 26 Non-Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2018-2023
 Table 27 Sales in Non-Grocery Retailers by Channel: Value 2018-2023
 Table 28 Sales in Non-Grocery Retailers by Channel: % Value Growth 2018-2023
 Table 29 Non-Grocery Retailers Outlets by Channel: Units 2018-2023
 Table 30 Non-Grocery Retailers Outlets by Channel: % Unit Growth 2018-2023
 Table 31 Retail GBO Company Shares: % Value 2019-2023
 Table 32 Retail GBN Brand Shares: % Value 2020-2023
 Table 33 Retail Offline GBO Company Shares: % Value 2019-2023
 Table 34 Retail Offline GBN Brand Shares: % Value 2020-2023
 Table 35 Retail Offline LBN Brand Shares: Outlets 2020-2023
 Table 36 Retail E-Commerce GBO Company Shares: % Value 2019-2023
 Table 37 Retail E-Commerce GBN Brand Shares: % Value 2020-2023
 Table 38 Grocery Retailers GBO Company Shares: % Value 2019-2023
 Table 39 Grocery Retailers GBN Brand Shares: % Value 2020-2023
 Table 40 Grocery Retailers LBN Brand Shares: Outlets 2020-2023
 Table 41 Non-Grocery Retailers GBO Company Shares: % Value 2019-2023
 Table 42 Non-Grocery Retailers GBN Brand Shares: % Value 2020-2023
 Table 43 Non-Grocery Retailers LBN Brand Shares: Outlets 2020-2023
 Table 44 Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2023-2028
 Table 45 Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2023-2028
 Table 46 Forecast Sales in Retail Offline by Channel: Value 2023-2028
 Table 47 Forecast Sales in Retail Offline by Channel: % Value Growth 2023-2028
 Table 48 Forecast Retail Offline Outlets by Channel: Units 2023-2028
 Table 49 Forecast Retail Offline Outlets by Channel: % Unit Growth 2023-2028
 Table 50 Forecast Sales in Retail E-Commerce by Product: Value 2023-2028
 Table 51 Forecast Sales in Retail E-Commerce by Product: % Value Growth 2023-2028
 Table 52 Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2023-2028
 Table 53 Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028
 Table 54 Forecast Sales in Grocery Retailers by Channel: Value 2023-2028
 Table 55 Forecast Sales in Grocery Retailers by Channel: % Value Growth 2023-2028
 Table 56 Forecast Grocery Retailers Outlets by Channel: Units 2023-2028
 Table 57 Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2023-2028
 Table 58 Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2023-2028
 Table 59 Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

Table 60 □Forecast Sales in Non-Grocery Retailers by Channel: Value 2023-2028
Table 61 □Forecast Sales in Non-Grocery Retailers by Channel: % Value Growth 2023-2028
Table 62 □Forecast Non-Grocery Retailers Outlets by Channel: Units 2023-2028
Table 63 □Forecast Non-Grocery Retailers Outlets by Channel: % Unit Growth 2023-2028
DISCLAIMER
SOURCES
Summary 2 Research Sources

Retail E-Commerce in Poland

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