

Online Retail in Poland

Industry Report | 2024-09-06 | 39 pages | MarketLine

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Report description:

Online Retail in Poland

Summary

Online Retail in Poland industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value and volume 2018-23, and forecast to 2028). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

Key Highlights

- The online retail market is segmented into apparel retail, electrical & electronics retail, food & grocery retail, home & garden products, furniture & floor coverings, and footwear.
- The Polish online retail sector recorded revenues of \$15.5 billion in 2023, representing a compound annual growth rate (CAGR) of 15% between 2018 and 2023.
- The electrical & electronics retail segment accounted for the sector's largest proportion in 2023, with total revenues of \$5.3 billion, equivalent to 34.4% of the sector's overall value.
- Rising consumer confidence is a key driver for the online retail sector, as it encourages consumers to spend more on a wide range of products that enhance their convenience and lifestyle. According to the Organisation for Economic Co-operation and Development (OECD), the consumer confidence index in Poland reached 100.80 in August 2023, up from 97.86 in August 2022.

Scope

- Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the online retail market in Poland
- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the online retail market in

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Poland

- Leading company profiles reveal details of key online retail market players' global operations and financial performance
- Add weight to presentations and pitches by understanding the future growth prospects of the Poland online retail market with five year forecasts by both value and volume

Reasons to Buy

- What was the size of the Poland online retail market by value in 2023?
- What will be the size of the Poland online retail market in 2028?
- What factors are affecting the strength of competition in the Poland online retail market?
- How has the market performed over the last five years?
- Who are the top competitors in Poland's online retail market?

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