

Poland E-commerce - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

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Report description:

The Poland E-commerce Market is expected to register a CAGR of 15.5% during the forecast period.

Key Highlights

- The number of active e-commerce stores is expanding as the Polish online shoppers prefer shopping online and are doing it more frequently. As to the most current statistics, the number of Polish internet users who shop in stores worldwide is increasing year after year. Users are primarily looking for things that may be acquired at a lower cost or that are not accessible on the Polish market.
- According to E-Commerce DB, the Polish eCommerce market grew by 19% in 2021, contributing to a global growth rate. eCommerce sales are continuing to rise. New markets are forming, and established markets have the potential to grow even more. Over the next few years, global growth will continue. East and Southeast Asia, with their growing middle classes and lagging offline shopping infrastructure, will drive this trend.
- In 2020, Poland's online sales totaled 14% of all retail sales, which was significantly lower than the EU average, as stated by Trade.gov. In the first quarter of 2021, when shopping centers reopened, online sales declined to 9.5% of retail sales. However, in 2026, e-commerce is expected to account for 20% of all retail sales.
- In Poland, over 11,000 new e-commerce websites and online retailers are expected to emerge by 2020. Allegro.pl, a Polish mass retailer, is a very popular shopping site. It was the most popular website in Polish e-commerce in 2011, with 40 million users in the country. Groupon.pl, Opineo.pl, Neo24.pl, Komputronik, Empik Digital & Publishing, and Merlin.pl are among the most prominent online retailers in Poland.
- Due to the pandemic, the e-commerce market in Poland grew at an exceptional growth. Poland's digital skillset has been significantly improved by the unprecedented shift to remote working, and restrictions on the ability to conduct in-person shopping bolstered a change in consumer habits. According to a poll conducted by Izba Gospodarki Elektronicznej, in 2020, due to the

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coronavirus (COVID-19) pandemic, 27% of Polish respondents said they do more online shopping using a computer or laptop.

Poland E-Commerce Market Trends

Fashion Industry Plays an Important Role in Poland E-commerce Sector

- E-commerce had been a significant and increasing element of the Polish fashion industry, but the coronavirus outbreak in March 2020 further surged the demand due to the temporary store closures, hygienic precautions, and customer limits after reopening, consumers concerned about contracting the virus.
- The companies operating in the arena are trying to gain a competitive advantage in Poland. Miinto, one of Europe's key e-commerce fashion platforms, recently acquired Showroom, a Polish fashion site. Both platforms are now being integrated by the teams. As a result, Polish internet customers will have access to Miinto's various Scandinavian and international brands.
- However, In Poland, two companies dominate the online fashion market. First, there's Allegro, an online sales platform that sells products from a variety of popular fashion labels via Strefa Marek. And second, there's Zalando, whose e-commerce operation dominates the online fashion retail market in Poland.
- Additionally, In 2020, CCC's e-commerce subsidiary eobuwie.pl revealed in April, at the height of the initial lockdown, that it had integrated its pioneering foot scanning system, esize.me - available in its showrooms and select CCC stores - into its mobile app (or, to be more precise, a simpler, 2D version of esize.me.)

Increases in Mobile Commerce is Outstripping Overall E-Commerce in Poland

- The main drivers for online shopping remain unchanged: 24/7 access, convenient payment, and delivery conditions, including returns. In addition to increased interest in e-commerce due to the pandemic, online shops continue to benefit from Poland's retail shopping being severely restricted on Sundays. According to Trde.gov, the most active group of buyers live in large cities or villages and are 29-49 years old. More than 70% of Polish buyers use price-comparison services, and the average e-consumer spends an equivalent of USD 80 a month.
- Furthermore, mobile commerce growth is outperforming general e-commerce growth by a large margin. In the country, Business-to-consumer (B2C) mobile commerce is expected to explode.
- Secondly, the rapid growth of mobile commerce is being fueled by increased internet and smartphone usage. Internet connectivity is now available in 82.7% of Polish households. Smartphone adoption is currently at 75%, as stated by JPMorgan.
- Laptops are the most common e-commerce device. Desktop computers are next, followed by cellphones. Smartphones, on the other hand, may soon overtake desktops due to robust mobile commerce growth. Furthermore, while there are strong growth forecasts, mobile commerce remains a minority technique for making e-commerce purchases in Poland.

Poland E-Commerce Industry Overview

The Poland E-commerce market is moderate in terms of competitive rivalry. The market is witnessing the existence of major players as well as local players trying to gain a major share. Local e-commerce alternatives, such as Allegro and local stores, are appreciated by Polish e-consumers, and the majority of internet buying is still done locally. There are several local e-commerce vendors that operate in the country and some international players that operate in Poland.

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- September 2021 - In Poland, Shopee announced that the company is planning to collaborate with Polish sellers to open shops on the Shopee platform. Consumers will get free shipping (regardless of whether it is to the parcel box or directly to the doorstep). Sellers will pay no commission for six months and receive vouchers to give to consumers. Shopee has also signed contracts with a few major logistics companies in Poland.
- March 2021 - Amazon has launched its long-awaited Polish site, "Amazon. pl". Local vendors are invited to sell on the Amazon platform, both on the Polish domestic market and on international markets. Amazon's main competitive edge is its logistical support for vendors. Amazon focused on developing logistics centers, which are located throughout the country, to serve the needs of the domestic market and neighboring countries.

Additional Benefits:

- The market estimate (ME) sheet in Excel format
- 3 months of analyst support

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