

Retail E-Commerce in Poland

March 2024

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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

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The number of retail stores is falling

Retail parks become a permanent part of the Polish retail landscape

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