# POLAND B2C E-COMMERCE MARKET 2017
## GENERAL INFORMATION

### PRODUCT DETAILS
- **Title:** Poland B2C E-Commerce Market 2017
- **Type of Product:** Report
- **Category:** B2C E-Commerce
- **Covered Regions:** N/A
- **Covered Countries:** Poland
- **Language:** English
- **Formats:** PDF & PowerPoint
- **Number of Charts:** 53

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### QUESTIONS ANSWERED IN THIS REPORT
- How large is the Polish online retail market in terms of sales?
- What are the projections for B2C E-Commerce sales in Poland in 2020?
- Which important market trends are influencing the development of online retail in this country?
- Which payment and delivery methods do Poland's online shoppers prefer?
- Who is the largest E-Commerce market player in Poland in terms of 2016 market share?

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POLAND AMONG THE FASTEST GROWING E-COMMERCE MARKETS IN EUROPE

The sixth largest country in the EU in terms of population, Poland is showing sturdy growth rates in B2C E-Commerce sales. Although the country lags behind the more advanced European economies in terms of Internet and online shopper penetration rates, its online retail sales growth rate in 2016 was significantly higher than the regions' average, according to market data cited in yStats.com's report. Much of this growth is attributed to consumers in the age group 25-34, of whom more than two-thirds make purchases online, more than 25 percentage points above the average for the whole population.

The rise of mobile commerce is another growth driver for Poland's B2C E-Commerce. The share of Internet users with multiple devices who use smartphones for shopping-related activities nearly doubled between 2015 and 2016. Cross-border online shopping is a less pronounced, but also an important trend. A small double-digit share of online shoppers in Poland made purchases from foreign online sellers, such as eBay, AliExpress, and Amazon.

Allegro Group is the largest player on the Polish B2C E-Commerce market. The data cited in yStats.com's report reveals that Allegro ranked first both in market share and in website visits. More than two-thirds of Internet users in Poland associated Allegro with online shopping. South Africa-based Naspers sold its stake in Allegro in early 2017 for more than double the price it paid for the acquisition in 2008, as the result of the company's robust growth in the past years.
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41.9% of individuals aged 16-74 in Poland made purchases over the Internet in 2016, up from 30.3% in 2012.

Poland: Online Shopper Penetration, in % of Individuals, 2012 - 2016

The share of multi-device Internet users in Poland who carry out shopping-related activities via smartphone increased to 45% in 2016.

Poland: Devices Used for Shopping-Related Activities, in % of Multi-Device Internet Users, October 2018
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Secondary Market Research
- The reports are compiled based on secondary market research. Secondary research is information gathered from previously published sources. Our reports are solely based on information and data acquired from national and international statistical offices, industry and trade associations, business reports, business and company databases, journals, company registries, news portals and many other reliable sources. By using various sources we ensure maximum objectivity for all obtained data. As a result, companies gain a precise and unbiased impression of the market situation.
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  - The source of information and its release date are provided on every chart. It is possible that the information contained in one chart is derived from several sources. If this is the case, all sources are mentioned on the chart.
  - The reports include mainly data from the last 12 months prior to the date of report publication. Exact publication dates are mentioned in every chart.

Definitions
- The reports take into account a broad definition of B2C E-Commerce, which might include mobile commerce. As definitions may vary among sources, exact definition used by the source (if available) is included at the bottom of the chart.

Chart Types
- Our reports include text charts, pie charts, bar charts, rankings, line graphs and tables. Every chart contains an Action Title, which summarizes the main idea/finding of the chart and a Subtitle, which provides necessary information about the country, the topic, units or measures of currency, and the applicable time period(s) to which the data refers. With respect to rankings, it is possible that the summation of all categories amounts to more than 100%. In this case, multiple answers were possible, which is noted at the bottom of the chart.

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- Reports are comprised of the following elements, in the following order: Cover page, preface, legal notice, methodology, definitions, table of contents, management summary (summarizing main information contained in each section of report) and report content (divided into sections and chapters). When available, we also include forecasts in our report content. These forecasts are not our own; they are published by reliable sources. Within Global and Regional reports, we include all major developed and emerging markets, ranked in order of importance by using evaluative criteria such as sales figures.

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METHODOLOGY OF OUR POLAND B2C E-COMMERCE MARKET 2017

Report Coverage
- This report covers the B2C E-Commerce market in Poland.
- The report contains relevant information about international comparisons, market trends, B2C E-Commerce sales and shares, Internet users and shoppers, products, payment methods, delivery and players.

Report Structure
- The report starts with an overview of the B2C E-Commerce market and international comparisons, where the relevant country is compared to other countries in the region in terms of criteria relevant to E-Commerce sales.
  - Next, the “Trends” section includes an overview of market trends, such as M-Commerce and cross-border commerce.
  - The section “Sales & Shares” covers the development of retail B2C E-Commerce sales and E-Commerce’s share of total retail sales.
  - In the “Users & Shoppers” section, information about Internet penetration and online shoppers is included.
  - Afterwards, the section “Products” shows the leading product categories purchased online.
  - The next section, “Payment”, covers the payment methods most used by online shoppers and highlights the leading payment service providers.
  - Furthermore, the “Delivery” section covers information related to delivery in B2C E-Commerce, such as preferred delivery methods and major delivery market players.
  - Finally, the “Players” section includes information about the leading B2C E-Commerce companies, including a ranking of top E-Commerce websites by number of visits.
POLAND B2C E-COMMERCE MARKET 2017

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