POLAND B2C E-COMMERCE MARKET 2018
GENERAL INFORMATION

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QUESTIONS ANSWERED IN THIS REPORT
How does Poland's Internet and online shopper penetration rank compared to other countries in Europe?
What is the projected size of Poland's B2C E-Commerce market in 2018?
What are the main trends influencing the development of online retail in this country?
Which are the preferred product categories and payment methods of Poland's online shoppers?
Who were the leading E-Commerce market players in Poland in 2017?

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POLAND'S ONLINE RETAIL SALES TAKE OFF

Online retail sales in Poland have enjoyed a strong double-digit growth over the past few years, and are projected to stay on the growth path in 2018. While more than three-quarters of Poland's population is online, less than one in two consumers makes purchases over the Internet, ranking the country below the EU average on both accounts. At the same time, this indicates the potential for further growth, driven by the adoption of mobile commerce among other factors, revealed in the yStats.com report.

More than 50% of Poland’s online shoppers use smartphones to make purchases on the Internet, and a double-digit percentage of them plan to increase their mobile spending in the future. At the same time, E-Commerce websites lacking in mobile optimization and the inconvenience of filling out multiple forms during the purchasing process on mobile are the two main barriers to further M-Commerce growth, according to a recent survey cited by yStats.com.

The leading product categories purchased online in Poland are clothes and accessories, while the most preferred payment method is via fast transfer services such as PayU and Przelewy24. Mobile payment services such as BLIK and Google Pay are also gaining popularity among digital consumers. The top online shopping destinations in 2018 are online marketplace Allegro and online classifieds website OLX. In the electronics segment, RTV Euro AGD and Media Markt are among the leaders, while in the clothing segment Allegro competes with Germany-based Zalando.
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**POLAND B2C E-COMMERCE MARKET 2018**

REPORT-SPECIFIC SAMPLE CHARTS

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**“Clothes, sports goods” (66.7%) was the leading product category purchased by online shoppers in Poland in 2017.**

Poland: Product Categories Purchased Online, in % of Online Shoppers, 2016 & 2017

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<th>Category</th>
<th>2017</th>
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<td>Clothes, Sports Goods</td>
<td>33.9</td>
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<tr>
<td>Other Equipment</td>
<td>17.5</td>
<td>15.6</td>
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<td>Food and Beverage</td>
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<td>Books, Magazines</td>
<td>13.9</td>
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<td>2.6</td>
</tr>
<tr>
<td>N/A</td>
<td>0.0</td>
<td>0.0</td>
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</tbody>
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Note: Does not add up to 100% due to multiple responses possible.

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**More than two-thirds (69%) of online shoppers in Poland were willing to wait for a maximum of 3-5 days for delivery in 2017.**

Poland: Breakdown of Maximum Acceptable Delivery Time, in % of Online Shoppers, 2017

- 6 Days or More: 12%
- 1 Day: 7%
- 3-4 Days: 50%
- 1-2 Days: 21%
- Don’t Know: 2%

Note: Survey conducted in May 2017.
GENERAL METHODOLOGY OF OUR MARKET REPORTS

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.
  - Cross referencing of data is conducted in order to ensure validity and reliability.
  - 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 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.

Notes and Currency Values
- If available, additional information about the data collection, for example the time of survey and number of people surveyed, is provided in the form of a note. In some cases, the note (also) contains additional information needed to fully understand the contents of the respective data.
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REPORT STRUCTURE

Report Structure
- 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.

Report Coverage
- This report covers the B2C E-Commerce market in Poland.
- 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.
- 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 2018

REPORT CONTENT

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.
- 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.
- The next section, “Payment”, covers the payment methods most used by online shoppers.
- 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.
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Choose Your Preferred Payment Method:

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<th>JOB TITLE</th>
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<td>POSTAL CODE</td>
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