

Poland

Population - 37.8 million
Capital - Warsaw
Currency - Zlotych
Main language - Polish



11,989.8m
USD

The eCommerce revenue amounted to 11,989m USD in Poland 2020

78.5%

With a share of 78.5% the eCommerce market generated the highest revenue in Poland's digital sector 2020

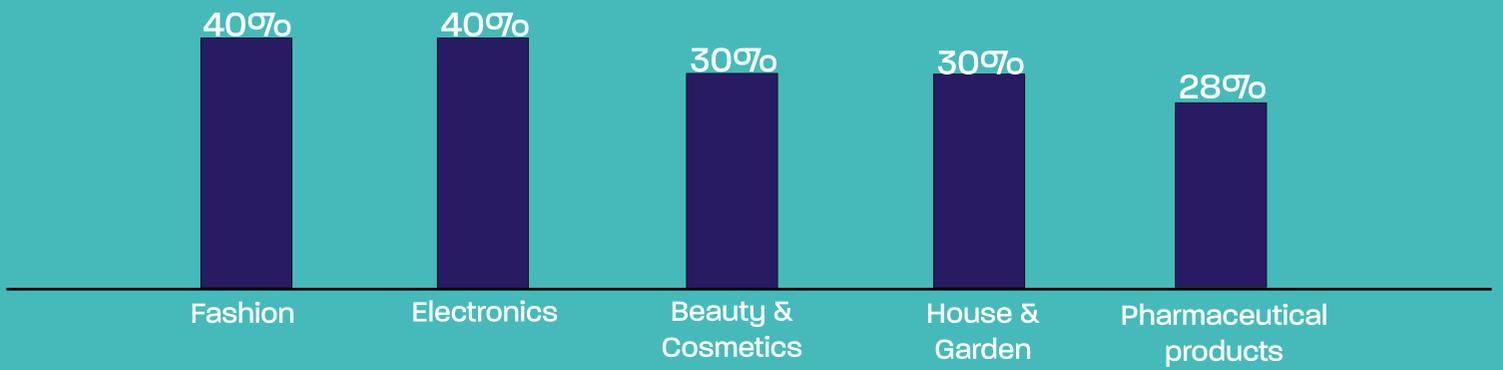
8.4%

Polish eCommerce revenues are expected to have a positive annual average growth of 8.4% by 2025

17,940.7m
USD

The Polish eCommerce market is expected to reach a market volume of 17,940m USD by 2025

Sectors Polish consumers are most interested in...



The most successful online shops are...

- * Allegro
- * Aliexpress
- * Mediaexpert.pl

Other retailers include: Euro.com.pl, Empik & Rossmann

Delivery methods offered by leading online retailers...

- * Courier service
- * Parcel locker
- * Self pickup

Other delivery methods include: Pick up point & Post office pickup

50,800
(Approx)

The amount of registered Polish eCommerce stores in 2021 was 50k

25.14m

By 2023 the number of Polish consumers shopping online is expected to increase to 25.14 m

9.9bn
USD

The eCommerce revenue of the fashion sector in Poland is predicted to be 9.9bn USD by 2025