



#### PMR Industry Report

# Online retail market in Poland 2018

## E-commerce market analysis and development forecasts for 2018-2023

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### Take advantage of the PMR offer

If you are interested in the PMR report or deepening of selected segments or additional expertise on the DIY market, I invite you to contact our consultants.



Head Retail Expert

#### Contact PMR and get more info:

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## PMR Report

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- **Unique 5-year forecasts** prepared by the PMR team using a **proven and coherent methodology**
- **Expert commentary** allowing for a better **understanding of the current and future situation** and **opportunities and threats**
- Description of the main **trends and legal changes** affecting the market

## What is the content of the report?

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- **Market value together with a unique forecast** prepared by a team of PMR's econometricians based on proven econometric models for a period of five years
- **Scenarios for e-commerce market development until 2023**, estimating the impacts of different factors on its expected value, prepared in cooperation with a team of econometricians
- **Key trends** and other factors exerting an impact on the development of the e-commerce market in Poland
- **Biggest stores** operating in each of the discussed segments
- **Popularity of Allegro** and other auction websites
- **Perception of online retail** by active Polish consumers and their purchasing references in this regard
- **Analysis of different e-commerce market segments in Poland**, including grocery, home appliances, consumer electronics and digital media, DIY, furniture and interior furnishings as well as clothing and footwear, cosmetics and children's products
- **Value of the different discussed segments** broken down into online stores and e-commerce platforms
- **Reliable forecasts** for the development of the internet commerce market in Poland, estimated for each of the market segments examined in the report, including the grocery, home appliances, consumer electronics and digital media, DIY, furniture and interior furnishings, clothing and footwear, cosmetics and children's products
- **Sales generated by the biggest online counterparts** of brick-and-mortar stores, e-commerce platforms or stores operating exclusively on the internet
- **Profiles of the leading players** on the online retail market in Poland and an analysis of the competitive environment
- **Analysis of the macroeconomic situation in Poland** together with forecasts for the years 2018-2023 and a projection of the key economic indicators until 2023

# 5 Reasons to choose PMR

- 1 A **complete picture of the situation on the Polish e-commerce** market as well as in its selected six segments, making it possible to assess the state of affairs and the opportunities offered by the market
- 2 **Original 5 years' forecasts for the market** and its segments based on advanced econometric models will facilitate the preparation of a short and long-term development strategy for the company as well as the sales strategy
- 3 The report presents a **detailed analysis of trends** noticeable on the market
- 4 A **unique consumer profile** based on a representative sample of 1,000 respondents, supporting and verifying the key market trends
- 5 An analysis of the **competitive environment and the biggest players** will help you to assess the chance of successful investment in a new channel or segment and to choose an original offering



## Who benefits from the PMR report?

The analysis was prepared to assist the managers and experts of sales, marketing, strategy management and development departments in enterprises and organisations such as:

- E-commerce companies operating on the Polish market and entering it
- Enterprises interested in launching an online store
- Companies monitoring the development of the internet channel
- Online stores offering home appliances, consumer electronics and digital media
- Online stores offering DIY products and furniture
- Online stores offering clothing and footwear
- Online stores offering children's products
- Online stores offering cosmetics
- Online stores offering groceries
- Suppliers of technology solutions for e-commerce outlets
- Trade organisations
- Industry associations and organisations

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