

Bestseller in Poland!

ONLINE RETAIL MARKET IN POLAND

2019

Market analysis and development forecasts for 2019-2024

IN THE REPORT:

- the most recent data and **phenomena affecting the e-commerce market**
- **development forecasts** for the sector and individual segments
- consumers' purchasing preferences - **extended version of surveys**
- **Polish vs foreign stores** - impact of Amazon and AliExpress
- a series of tables, charts and expert comments

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WHY IT'S WORTH IT:

- offers a complete picture of the e-commerce market and **scenarios of its development**
- contains an analysis of **new trends and their impact on business**
- based on **proprietary research and expertise**
- analyses **sales of all segments and shifts**
- a basis for action for all in online commerce