



#### Price list:

Standard licence: 2800€

Standard Plus licence: 3640€

Corporate licence: 7000€

#### Executive Summary \*

Corporate licence: 500€

#### Database of report stats \*

Corporate licence: 500€

\* Can only be purchased together with the Report

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#### PMR Industry Report

# Online retail market in Poland 2017

## E-commerce market analysis and development forecasts for 2017-2022

Publication date/Update: November 2017

Language: Polish, English

Delivery: PDF, PPT, XLS / online access

Contain: Report + Executive Summary + Database of report stats

### Take advantage of the PMR offer

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



*Jacek Trębicki*

Head Retail Expert

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## PMR Report

- **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

## Executive Summary

- An **executive summary of the report in PowerPoint** format with charts/graphs
- **Ready-to-use presentation material** for company strategy meetings

## Database of report stats

- An Excel file containing all the key statistics from the report, **allowing the reader to arrange and manage the data according to their own needs**
- **A useful tool for analysts** – allows for data from the report to be easily merged with internal company data or other external data

## What is the content of the report?

- **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 2022**, 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
- **Sales generated by the biggest online counterparts** of brick-and-mortar stores, e-commerce platforms or stores operating exclusively on the internet
- **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
- **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 2017-2022 and a projection of the key economic indicators until 2022

# 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.

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