



# **B2B ONLINE RETAIL MARKET IN POLAND 2023**

**MARKET ANALYSIS AND DEVELOPMENT FORECASTS FOR 2023-2028**

**IMPACT OF INFLATION AND WAR IN UKRAINE**

# About the report

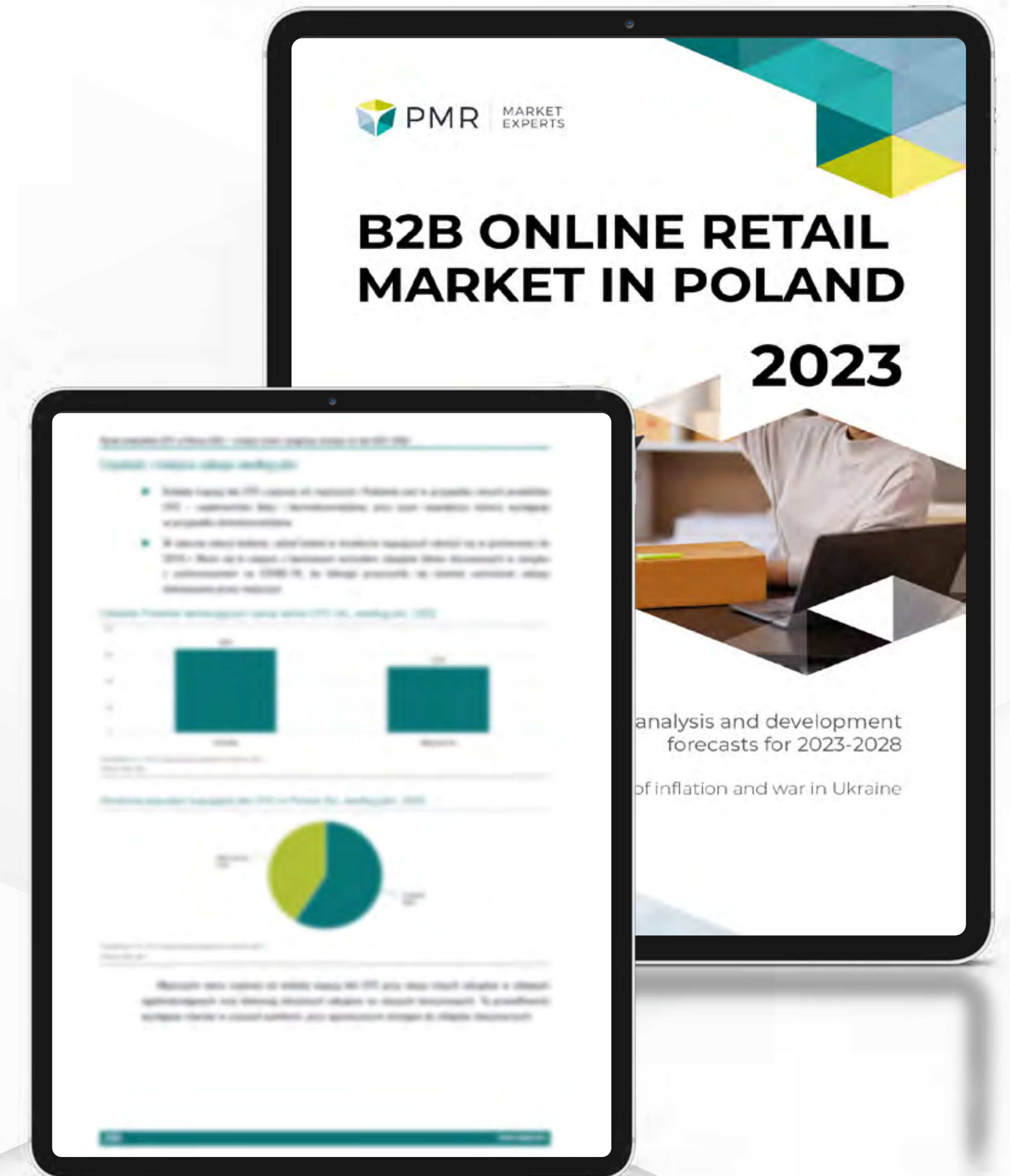


Online sales channels are becoming increasingly popular not only among consumers but also in the business-to-business trade. According to a recent PMR study, it is extremely rare in the B2B sector for the entire purchasing process to take place offline. What is more, most of these processes are conducted entirely through the online channel.

PMR's report "B2B online retail market in Poland 2023" is market sizing of the B2B retail trade in the online channel in relation to the total market value, including traditional distribution. The Report presents the latest market trends resulting from technological developments and the behaviour of demand-side companies. It also shows the breakdown of the market by industry and company size.

The report also presents, among other things, the shopping habits of companies, the product categories most frequently purchased online, the most popular online shopping channels and the advantages and disadvantages of buying online as perceived by companies' representatives.

The market value was also analysed in the context of the macroeconomic situation and, on the basis of these analyses, development forecasts up to 2028 have been prepared.



# About the report



## Main objective:

To provide a comprehensive analysis of the B2B online retail trade in Poland and to present mid-term and long-term forecasts of its development.

## Additional objectives:

- to present the value of the B2B retail market broken down into online and offline channels in Poland
- to present the value of the market by company size and industry
- to present the most frequently purchased product categories in the online and offline channels
- to discuss the impact of the macroeconomic and geopolitical situation on the B2B online retail market and its growth rate in 2023-2024
- to outline the impact of technological and legal factors on the B2B online retail market
- to present the characteristics of companies purchasing via the internet

## Scope of the Report

**Time span:** ..... 2019-2022

**Forecast horizon:** ..... 2023-2028

**Geographic coverage:** ..... Poland

## Scope of supply:

- online stores
- e-commerce platforms
- EDI

# Subject matter of the report

- **market value and growth rate**
  - value of the B2B (online and offline) retail market in 2019-2022 and PMR forecast for 2023-2028
  - value of the B2B online retail market in 2019-2022 and PMR forecast for 2023-2028
- **key macroeconomic, demand-side, supply-side, technological and legal factors** affecting the B2B online retail market in Poland
- **value of the B2B online retail market, by business type and location**
- **value of the B2B online retail market, by the buyer's industry:**
  - industrial manufacturing
  - wholesale and retail
  - construction
  - transport and logistics
  - ICT
  - HoReCa
  - Other
- **market players and key relationships** in the B2B online retail market in Poland.
- **overview of companies purchasing via the internet**
  - most frequently purchased product categories
  - purchasing process in each product category
  - online shopping vs shopping on e-commerce platforms vs EDI
  - aim of purchases
  - purchasing solutions/tools and systems used
  - delivery methods
  - methods of payment
  - most frequently selected online B2B suppliers
  - opinion on key platforms: downsides of different tools – differentiation, UX – user experience of key providers – comparison of key platforms in terms of usability
  - proportion of purchases in the subscription and one-off purchase model



# B2B survey conducted for the report

As part of the preparation of the report, a **B2B survey was conducted on a sample of 596 entities doing business in Poland.**

The survey was conducted using the CATI (computer-assisted telephone interviewing) technique.

The survey considered the population of companies on the basis of the main PKD numbers and primarily representing the following industries:

- Construction
- Retail trade
- HoReCa
- Information and communication technology (ICT)
- Industrial processing
- Transport and logistics

**The survey questionnaire** included detailed questions on the following topics:

- share of purchases in the online channel in all company purchases in terms of value and number of orders for the respective categories of purchases in 2022
- change in the value and number of orders in the online channel compared to the previous year and predictions for the current year
- number of suppliers in the online and traditional channel for given purchase categories
- the course of the purchasing process and where the category is purchased
- biggest advantages of shopping in the online channel over the traditional channel
- key advantages and disadvantages of online shopping
- reasons for not using the online channel for a given product category

# Additional information

## FORECASTS

For the report, long-term market development forecasts were prepared using econometric models.

The forecasts cover the period of 2023-2028.

### Detailed forecasts (indicators):

- total market value of B2B purchases (online and offline)
- value of the B2B online retail market
- share of online shopping in total B2B retail market

Together with the report, we provide the most important data in the Excel spreadsheet for individual aggregation.

## BENEFITS OF PURCHASING THE REPORT

The Report answers, for instance, the following questions:

- What is the value of the B2B online retail market in Poland?
- What trends dominate in the B2B online retail market?
- What is the impact of the war in Ukraine on the B2B online retail market?
- What is the impact of new technologies on the B2B online retail market?
- How do legal regulations affect the B2B online retail market?
- Which product categories are more likely to be bought online and which offline?
- What is the ratio of B2B online retail to the traditional channel?
- What is the trajectory of change for the number of orders in each product category?
- Do companies expect suppliers to implement online purchasing systems?
- Which online sales channels are used by companies in Poland?
- How do companies look for suppliers?
- What are the advantages and disadvantages of online shopping according to companies in Poland?



Królewska 57  
30-081 Kraków



+48 12 340 51 30



[sales@pmrcorporate.com](mailto:sales@pmrcorporate.com)  
[www.pmrmarketexperts.com](http://www.pmrmarketexperts.com)



**PMR**

MARKET  
EXPERTS

## Contact us



### **Monika Szczypta**

Senior Sales and Business Development Manager

[monika.szczypta@pmrcorporate.com](mailto:monika.szczypta@pmrcorporate.com)

tel.: +48 607 979 580