

ONLINE RETAIL MARKET IN POLAND

E-commerce market analysis and
development forecasts for 2021-2026

2021


IN THE REPORT:

- **Analysis of key players** in the market and in each segment
- **Analysis of key trends** and factors influencing the market
- **Cross-border** e-commerce shopping data
- Study of **consumer shopping habits** in each market segment and online
- **Results of two surveys:** consumer and B2B
- **Value and forecasts for the m-commerce market:** shopping via smartphone and paid applications



WHY IT'S WORTH IT:

- Market value forecast to 2026, with detailed analysis of six segments: groceries, cosmetics, clothing and footwear, DIY and furnitures, children's goods, electronics,
- Market value and segment breakdown of online stores and shopping platforms sales

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