

ONLINE RETAIL MARKET IN POLAND

Impact of the epidemic and closure of bricks-and-mortar stores on the development of e-commerce in Poland

2020

**REVISED DATA ON THE
CORONAVIRUS IMPACT**


IN THE REPORT:

- Value of the market, with a **forecast until 2025** for individual subgroups
- **Analysis of sales** on trading platforms and via e-shops
- Data on purchases via **foreign e-shops**
- Value and forecasts for **m-commerce**
- **Key trends** and changes affecting the market



WHY IT'S WORTH IT:

- This is a comprehensive analysis of the e-commerce market
- It takes into account the impact of the COVID-19 epidemic in its forecasts
- It contains the results of two tests - B2B and B2C
- Analyses sales of mobile devices

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