

# POLISH E-COMMERCE

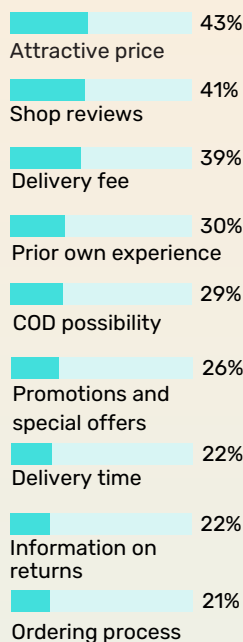
What you need to know to sell online  
in Poland

POPULATION

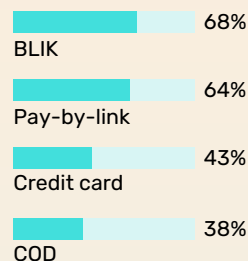
## 40 MILLION

Poland's e-commerce sector is experiencing rapid expansion, establishing itself as one of Europe's fastest-growing markets. This trend is evident in the growing number of online stores and the increasing preference among Polish customers for international purchases.

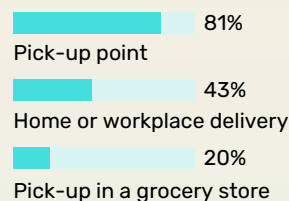
### WHAT AFFECTS THE DECISION TO PURCHASE



### HOW WE PREFER TO PAY ONLINE



### PREFERRED DELIVERY METHODS



TOTAL VALUE OF THE ONLINE  
MARKET IN 2024:

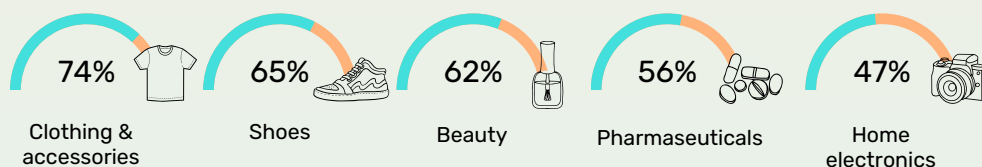
## 36.4 billion EUR



## 88%

of people are  
shopping online

### WHAT POLES BUY ONLINE



### THE MOST COMMON REASONS THAT MOTIVATE POLISH TO PURCHASE FROM FOREIGN COUNTRIES



### WHAT YOU SHOULD DO TO BE SUCCESSFUL

Highlighting transaction security is vital for success, as 89% of Polish consumers prioritise it. Additionally, providing transparent details about payment methods is crucial, as indicated by 77% of shoppers, while 63% emphasise the importance of information about payment operators.



### WHAT WILL HURT YOUR CONVERSION RATE

Regarding the primary concerns of consumers, 37% find the potential return process troubling, while 33% encounter challenges related to inadequate customer service. It's essential to tackle these issues to uphold a positive shopping experience and avoid cart abandonment.

### GET LOCAL MARKETING INSIGHTS

[Local Marketing Calendar](#)

### SOCIAL MEDIA NUMBERS

