# 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 **DESICION TO PURCHASE** 43% Attractive price 41% Shop reviews 39% Delivery fee 30% Prior own experience 29% COD possibility 26% Promotions and special offers 22% Delivery time 22% Information on returns 21% Ordering process



TOTAL VALUE OF THE ONLINE MARKET IN 2024:

# 36.4 billion EUR



88%

of people are shopping online

### **373 EUR**

Monthly average value of online shopping per person in 2024

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#### WHAT POLES BUY ONLINE



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

**40%** Better prices

39% Availability & variety of products

**36%** Trust in foreign brands

High level of after-sales service

11% Trouble-free returns

#### 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.

#### **SOCIAL MEDIA NUMBERS**



**f** 

**(2)** 

0



**27.9** 

24.7

million users

million users

5.4