

ONLINE RETAIL MARKET IN POLAND

E-commerce market analysis and development forecasts for 2022-2027

2022

IN THE REPORT:

- Market value and segment breakdown of online stores and shopping platforms sales
- **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 survey conducted on a sample group of Poles buying online, B2B survey of e-commerce store managers




WHY IT'S WORTH IT:

- Market value forecast to 2027, with detailed analysis of seven segments: groceries, cosmetics, clothing and footwear, DIY, furniture and home furnishings, toys and children's goods, household appliances and electronics, OTC products
- Value and forecasts for the m-commerce market

+48 12 340 51 30

 retail@pmrcorporate.com

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