

E-Commerce in Poland

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Abstracts

E-commerce was the biggest beneficiary of the pandemic in 2020 as fear of catching COVID-19 while outside the home persuaded consumers to venture into online shopping. In fact, many retailers focused on e-commerce at the expense of their stationary retail outlets. It is estimated that almost three-quarters of internet users shopped online in 2020, with this being a much higher level than in 2019. The period of lockdown which resulted in restrictions in economic and social life in Poland prompted...

Euromonitor International's E-Commerce in Poland report offers insight into key trends and developments driving the industry. The report examines all retail channels to provide sector insight. Channels include hypermarkets, supermarkets, discounters, convenience stores, mixed retailers, health and beauty retailers, clothing and footwear retailers, furniture and furnishing stores, DIY and hardware stores, durable goods retailers, leisure and personal goods retailers. There are profiles of leading retailers, with analysis of their performance and the challenges they face. There is also analysis of non-store retailing: vending; homeshopping; internet retailing; direct selling, as available.

Product coverage: Cross-border E-Commerce, E-Commerce by Product Category, Mobile E-Commerce.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the E-Commerce market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Lockdown supports robust growth of e-commerce in 2020

Much investment in improving the online shopping experience and delivery

Grupa Allegro experienced growing numbers of sellers and offers

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GLOBAL INDUSTRY ENVIRONMENT

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