

# Poland Online Retail Market Summary, Competitive Analysis and Forecast to 2026

<https://marketpublishers.com/r/P8BA07726152EN.html>

Date: January 2023

Pages: 52

Price: US\$ 350.00 (Single User License)

ID: P8BA07726152EN

## Abstracts

Poland Online Retail Market @Summary, Competitive Analysis and Forecast to 2026

### SUMMARY

Online Retail in Poland industry profile provides top-line qualitative and quantitative summary information including: market size (value 2016-21, and forecast to 2026). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

### KEY HIGHLIGHTS

The online retail market includes all sales within Clothing & Footwear, Electricals, Food & Grocery, Health & Beauty, Home and Other (Books, News & Stationery, Jewelry & Watches, Luggage & Leather Goods, Music, Video & Entertainment Software, Sports & Leisure Equipment and others) segments, provided they take place over the internet, where the payment does not occur in-store on a later occasion. Data is included irrespective of whether the vendor is a pure-play internet company or the online offering of a bricks and mortar retailer. Online specialists retailers include sell only via the internet. Other online retail is a sell done online by retailers that also operate via offline channels (in-store, mail order, direct selling, etc.)

The Polish online retail market had total revenues of \$17,287.3m in 2021, representing a compound annual growth rate (CAGR) of 21.3% between 2017 and 2021.

Online Specialists account for the largest proportion of sales in the Polish online retail market in 2021, sales through this channel generated \$9,767.5m, equivalent to 56.5% of the market's overall value.

Consumers in Poland prefer fast transfer for payment services, including mobile BLIK payments, cards payments, and e-wallet. Cash-on-delivery (COD) payments are rarely used in Europe.

## SCOPE

Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the online retail market in Poland

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the online retail market in Poland

Leading company profiles reveal details of key online retail market players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the Poland online retail market with five year forecasts

## REASONS TO BUY

What was the size of the Poland online retail market by value in 2021?

What will be the size of the Poland online retail market in 2026?

What factors are affecting the strength of competition in the Poland online retail market?

How has the market performed over the last five years?

What are the main segments that make up Poland's online retail market?

## Contents

### **1 EXECUTIVE SUMMARY**

- 1.1. Market value
- 1.2. Market value forecast
- 1.3. Category segmentation
- 1.4. Geography segmentation
- 1.5. Market rivalry
- 1.6. Competitive Landscape

### **2 MARKET OVERVIEW**

- 2.1. Market definition
- 2.2. Market analysis

### **3 MARKET DATA**

- 3.1. Market value

### **4 MARKET SEGMENTATION**

- 4.1. Category segmentation
- 4.2. Geography segmentation
- 4.3. Market distribution

### **5 MARKET OUTLOOK**

- 5.1. Market value forecast

### **6 FIVE FORCES ANALYSIS**

- 6.1. Summary
- 6.2. Buyer power
- 6.3. Supplier power
- 6.4. New entrants
- 6.5. Threat of substitutes
- 6.6. Degree of rivalry

## **7 COMPETITIVE LANDSCAPE**

- 7.1. Who are the leading players?
- 7.2. What are the main business models in the market?
- 7.3. What strategies do the leading players follow?
- 7.4. Who are the main challengers to the incumbents?

## **8 COMPANY PROFILES**

- 8.1. Zalando SE
- 8.2. Otto GmbH & Co KG
- 8.3. OPONEO.PL S.A.
- 8.4. MediaMarktSaturn Retail Group
- 8.5. Apple Inc
- 8.6. Inditex SA

## **9 MACROECONOMIC INDICATORS**

- 9.1. Country data

## **10 APPENDIX**

- 10.1. Methodology
- 10.2. Industry associations
- 10.3. Related MarketLine research
- 10.4. About MarketLine

## List Of Tables

### LIST OF TABLES

- Table 1: Poland online retail sector value: \$ million, 2016–21
- Table 2: Poland online retail sector category segmentation: % share, by value, 2016–2021
- Table 3: Poland online retail sector category segmentation: \$ million, 2016-2021
- Table 4: Poland online retail sector geography segmentation: \$ million, 2021
- Table 5: Poland online retail sector distribution: % share, by value, 2021
- Table 6: Poland online retail sector value forecast: \$ million, 2021–26
- Table 7: Zalando SE: key facts
- Table 8: Zalando SE: Annual Financial Ratios
- Table 9: Zalando SE: Key Employees
- Table 10: Otto GmbH & Co KG: key facts
- Table 11: Otto GmbH & Co KG: Key Employees
- Table 12: OPONEO.PL S.A.: key facts
- Table 13: OPONEO.PL S.A.: Annual Financial Ratios
- Table 14: OPONEO.PL S.A.: Key Employees
- Table 15: MediaMarktSaturn Retail Group: key facts
- Table 16: MediaMarktSaturn Retail Group: Key Employees
- Table 17: Apple Inc: key facts
- Table 18: Apple Inc: Annual Financial Ratios
- Table 19: Apple Inc: Key Employees
- Table 20: Apple Inc: Key Employees Continued
- Table 21: Inditex SA: key facts
- Table 22: Inditex SA: Annual Financial Ratios
- Table 23: Inditex SA: Key Employees
- Table 24: Inditex SA: Key Employees Continued
- Table 25: Poland size of population (million), 2017–21
- Table 26: Poland gdp (constant 2005 prices, \$ billion), 2017–21
- Table 27: Poland gdp (current prices, \$ billion), 2017–21
- Table 28: Poland inflation, 2017–21
- Table 29: Poland consumer price index (absolute), 2017–21
- Table 30: Poland exchange rate, 2017–21

## List Of Figures

### LIST OF FIGURES

Figure 1: Poland online retail sector value: \$ million, 2016–21

Figure 2: Poland online retail sector category segmentation: \$ million, 2016-2021

Figure 3: Poland online retail sector geography segmentation: % share, by value, 2021

Figure 4: Poland online retail sector distribution: % share, by value, 2021

Figure 5: Poland online retail sector value forecast: \$ million, 2021–26

Figure 6: Forces driving competition in the online retail sector in Poland, 2021

Figure 7: Drivers of buyer power in the online retail sector in Poland, 2021

Figure 8: Drivers of supplier power in the online retail sector in Poland, 2021

Figure 9: Factors influencing the likelihood of new entrants in the online retail sector in Poland, 2021

Figure 10: Factors influencing the threat of substitutes in the online retail sector in Poland, 2021

Figure 11: Drivers of degree of rivalry in the online retail sector in Poland, 2021

## I would like to order

Product name: Poland Online Retail Market Summary, Competitive Analysis and Forecast to 2026

Product link: <https://marketpublishers.com/r/P8BA07726152EN.html>

Price: US\$ 350.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/P8BA07726152EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970