



Retail E-Commerce in Poland

March 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Growth remains in double-digit figures
- Allegro remains undisputed leader of retail e-commerce
- Retailer-run marketplaces gather pace

PROSPECTS AND OPPORTUNITIES

- Substantial growth prospects for retail e-commerce in Poland
- Polish retailers are expanding onto global e-commerce platforms
- Despite several challenges, e-grocery sales will rise during forecast period

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- Poland is witnessing a growing trend of unmanned stores and self-service checkouts
- Poland's deposit-refund system: a step towards sustainability
- What next for retail?

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