



# On-line retail sales in Poland 2007

## Development forecasts for 2007-2009

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**Publication date:** September 2007

**Language:** English, Polish

## Word from author



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“On one hand, internet commerce is only a fragment of retail sales in Poland. On the other hand, the development potential of this market is obvious. More and more traditional retailers are launching on-line sales, for example RTV Euro AGD, a supplier of functional electronics, and Alma, the owner of delicatessen supermarkets. Moreover, e-commerce even attracts companies outside of the retail sector, such as banks.

The growing revenues of internet shops are accompanied by development of infrastructure in their business neighbourhood. In particular, the popularity of price comparers i.e. services facilitating search for the cheapest offer in numerous shops, is increasing rapidly”.

## PMR MarketInsight Methodology

This report was prepared using PMR's MarketInsight Methodology. **PMR MarketInsight is a methodology developed by PMR which assists in the complex preparation of industry reports.** It defines the ways in which data should be collected for such reports and outlines the methods to be used in analysing the information collected in order to obtain a true picture of the market in question. It also contains special procedures to follow in the case of incomplete market

PMR MarketInsight precisely defines report content and structure. **Industry reports prepared using PMR MarketInsight are based on information from a variety of available statistical, industry (specialist press, the internet), general and official sources as well as information from PMR's own database and primary research independently carried out by PMR.** The sources we use are individually tailored to each project.

PMR MarketInsight is the result of over 10 years of experience in conducting industry analysis on Central and Eastern European markets.

PMR  
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Methodology

## Report description

In PMR's latest release, On-line retail sales in Poland 2007, we delve into the intricacies of a rapidly evolving and popular market segment. **It provides an in-depth description of each sector, including the size, value and adoption rate of consumer e-commerce in Poland as well as development prospects for 2007-2009.** Profiles of leading operators are also in the report.

Conducted with PMR's proprietary MarketInsight methodology against a backdrop of the legal, business, social and economic environment, the report demonstrates observations of ongoing trends and influences. In short, it offers insightful understanding of the market in real, operational terms. Especially noteworthy are developments in the sectors of grocery and consumer electronics, two of the leading market drivers.

## Key sections

### Methodology

- Description of the proprietary MarketInsight methodology used to generate this report

### Executive Summary

- Overview of on-line retail sales situation in Poland

### Social, economic, technical and legal environment

- Volume of retail sales over the Internet in 2005-2009
- Market breakdown by categories in 2006
- Number of Internet users in Poland
- Number of e-customers in Poland
- Number of shops in e-shopping portals and price-comparison services
- High profile e-shopping portals and price comparison services

## Market value and segmentation

- Consumer electronics
- Computer equipment
- Books
- Cosmetics
- Pharmaceutical products
- Clothing and footwear
- Grocery products

## Profiles of selected companies

- Year of starting operations
- Assortment
- Transport and delivery methods
- Payment methods
- General description
- Plans

## An essential read for:

- top managers and strategic planners of retail companies already operating or considering on-line retail sales in the Polish market
- logistics and back end support firms related to retailing
- e-commerce solution providers, web developers and systems integration agencies
- financial institutions especially those involved in internet fund transfers and payment gateways
- legal and consulting companies involved in internet retailing.

**This report is an invaluable resource for any company wanting to engage in or strengthen its position in the Polish on-line retail market.**

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