

Join us in a live webinar and panel discussion to find out more on the opportunities in Poland through eCommerce! Register now at <https://tinyurl.com/1upfstw9>

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1 Market Size and Demographics



Largest economy in Central Eastern Europe & 8th largest in the EU



Population size of 38.5M people
Highly skilled, young and digitally savvy labour force of 26.5M under the age of 55



81% Internet Penetration Rate



82% of respondents purchased a product online*

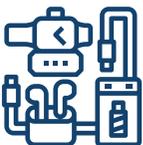
3 Aligned Consumer Tastes



35% of respondents care about products that are sustainable and environmentally friendly*



42% of respondents drawn to brands that are free of toxic chemicals* & COVID19 has increased popularity of Lifestyle Products and FMCG prioritising personal health



49% of respondents are attracted to guaranteed low price* - Affordable and good quality Consumer Electronics are gaining traction due to need for entertainment during lockdown

2 Well-Supported Infrastructure



Strong online payment scene increases ease of payments for buyers and sellers



Well-connected & diversified delivery network promote high rates of consumer satisfaction and recurring purchases

- Last-mile delivery partners
- Pick-up & Drop Off Points
- Fulfilment Providers



Poland is in the heart of Europe where main transport routes cross - Singapore companies may access other European nations through their base in Poland

13th fastest growing eCommerce market in the world

Poland

ECOMMERCE IS THE BEST CHANNEL TO CONVERT THESE 3 FACTORS TO ECONOMIC OPPORTUNITIES FOR POLISH-SINGAPORE COMPANIES



Forecasted Compound Annual Growth Rate (CAGR) for Poland eCommerce to increase by 10.6% from 2019 to 2023.



At present, Poland's eCommerce revenue accounts for US\$13.5B. In 2024, it is expected to grow to US\$17B