

Press Release

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B2C E-Commerce continues to increase in Poland, but Growth is slowing

In its "Poland B2C E-Commerce Report 2012", Hamburg-based secondary market research company yStats.com has compiled information about B2C E-Commerce in Poland. The report covers online revenue, trends, successful product categories and the share of B2C E-Commerce total retail sales as well as facts and figures about leading online retailers.

The significance of B2C E-Commerce in Poland continues to grow. However, the share of online shoppers in Poland only reached one third in 2011, which was below the European average of approximately 40 percent.

In 2011, M-Commerce grew more than sevenfold in Poland compared to the previous year. The number of mobile online orders is growing considerably, as is M-Commerce revenue.

B2C E-Commerce continues to grow, but only accounts for a small Share of Retail Sales

In 2012, B2C E-Commerce was expected to grow by approximately 25 percent in Poland, which is nevertheless a lower growth rate than in previous years. In June 2012, the most purchased products in B2C E-Commerce in Poland were clothing/shoes, followed by household appliances/consumer electronics/digital media. The most widely offered product categories were home/garden, followed by sports/hobbies and clothing/shoes. In 2011, B2C E-Commerce accounted for approximately 3 percent of all retail sales in Poland, which is more than in Italy (approx. one percent), but considerably less than in Great Britain (more than 10 percent). Bank transfer was the most commonly used payment method, followed by payment on invoice. PayU S.A. was more frequently used as an online payment method than Polish PayPal. The products reached the Internet users via parcel delivery or self-pick up.

Groupon is almost as popular as Allegro

Price comparison sites, some of which feature user ratings, were especially popular among Poles in 2011. Internet users most frequently visit the shopping site of mass merchant Allegro.pl, followed by Groupon.pl. In terms of revenue, Allegro.pl was also the leading website in Polish B2C E-Commerce in 2011, with 40 million users in Poland and a 50 percent annual revenue increase in April 2012 compared to the previous year. Groupon planned to send out personalized newsletters in Poland, so-called Smart Deals, and to expand its customer service by the end of 2012. Other retailers also benefit from B2C E-Commerce. On Neo24.pl, an online shop for computer and consumer electronics, the most frequently ordered products were TVs and consumer electronics, on Merlin.pl more than 200.000 products were offered. The website has one million registered users.

Even though the share of online shoppers continues to grow in Poland, as shown by Hamburg-based secondary market research company yStats.com in its "Poland B2C E-Commerce Report 2012", it still lags behind in a Europe-wide comparison.

For more information, please visit:

<http://ystats.com/en/reports/preview.php?reportId=995>

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