

A focus on Poland



We've surveyed 12,000 shoppers across 24 countries to give you insight into what shoppers want from online retailers in 2024.

To help you understand how consumers in different countries shop online, we've created a series of Country Reports.

In this report, we uncover what's important to online shoppers in Poland. We explore what (and how) they buy online, their delivery and returns preferences and where they are buying from.

Whether you already sell to Poland or are considering doing so, these insights can help you expand into this market.

Key

- ↑ = Higher than global average
- = Same as global average
- ↓ = Lower than global average



2024 Online Shopper Trends



To find out more about the data used in this report, [click here](#)

What does Poland buy online?

Shoppers in Poland are actively looking for their next purchase – **81% of Polish shoppers browse online at least once a month** and 48% buy something at least once a week. But what are they buying most often?

64% ↑



Clothing and footwear

44% ↑



Cosmetics

33% ↓



Consumer electronics

Despite only 11% having an online subscription, Poland is the biggest subscriber to pet food. 48% of Polish subscribers buy pet food, higher than the global average of 25%.



How does Poland shop online?



44% ↓

use social media for shopping inspiration.



32% ↓

have made a purchase on social media.



24% ↓

have bought something from Facebook.

Spending habits of Polish shoppers

42% ↑

prefer to pay via bank transfer, higher than the 12% global average.

49% ↓

have abandoned their basket when not offered their preferred payment option.

57%

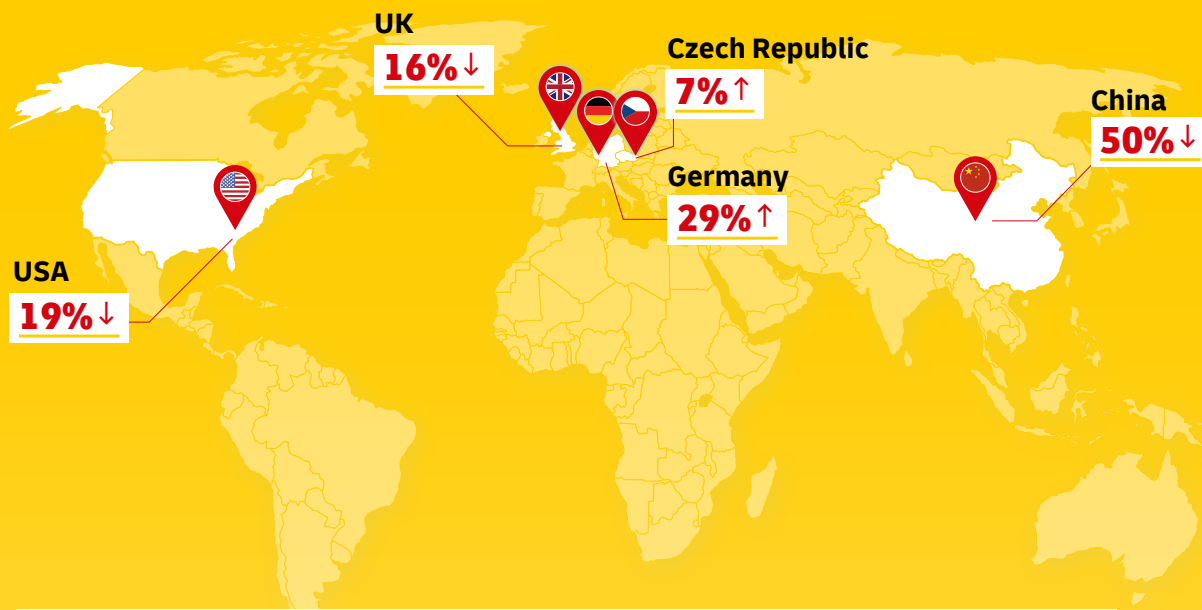
spend 200 PLN or less online each month.



Selling to Poland

Polish consumers buy from overseas online retailers more than any other country. For retailers looking to expand abroad, it's important to know where these shoppers buy from (and why) they buy to help you successfully sell to this market.

Which countries do Polish shoppers buy from?



95%

of Polish shoppers buy from other countries.

Why do they buy from abroad?

54%

To get lower prices.

37%

A wider choice of products.

34%

The product isn't available in Poland.

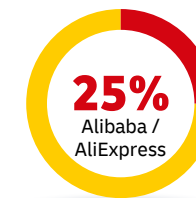
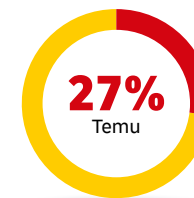
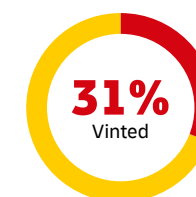
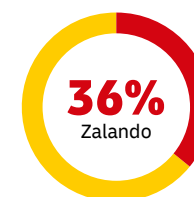
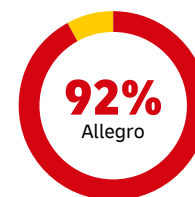
98%

↑ of Polish shoppers buy from marketplaces.

With **46% of people saying they shop online because there is more choice**, it's no surprise that online marketplaces are so popular as they offer a huge range of products at various prices.

Marketplaces could be a great way for you to reach new customers in Poland.

Which marketplaces are most popular with Polish shoppers?



Do you run an e-commerce business in Poland?

There are opportunities to grow your business by selling to other countries.

Polish goods are most popular with shoppers in:

Czech Republic Australia Sweden

COUNTRY
TRENDS
REPORT



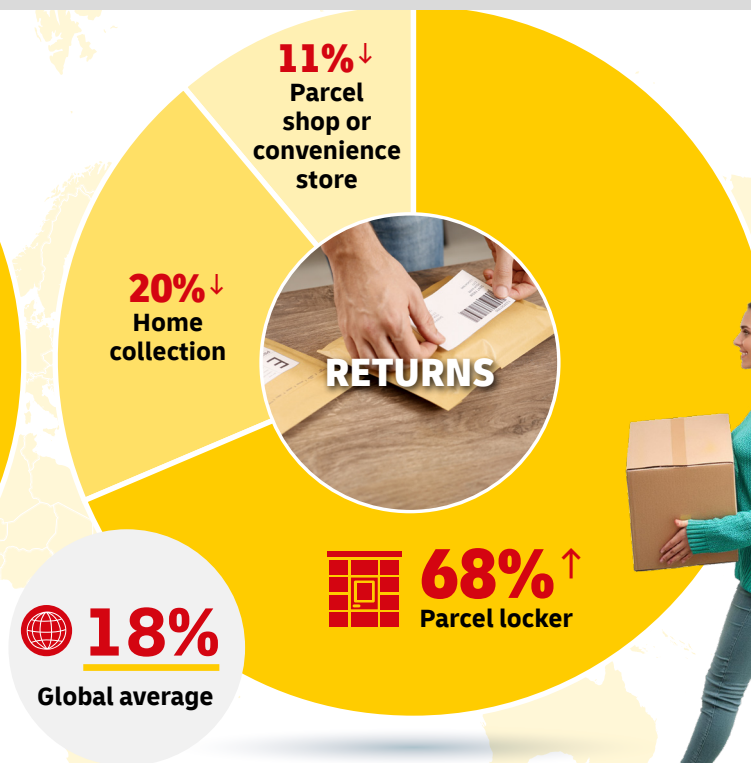
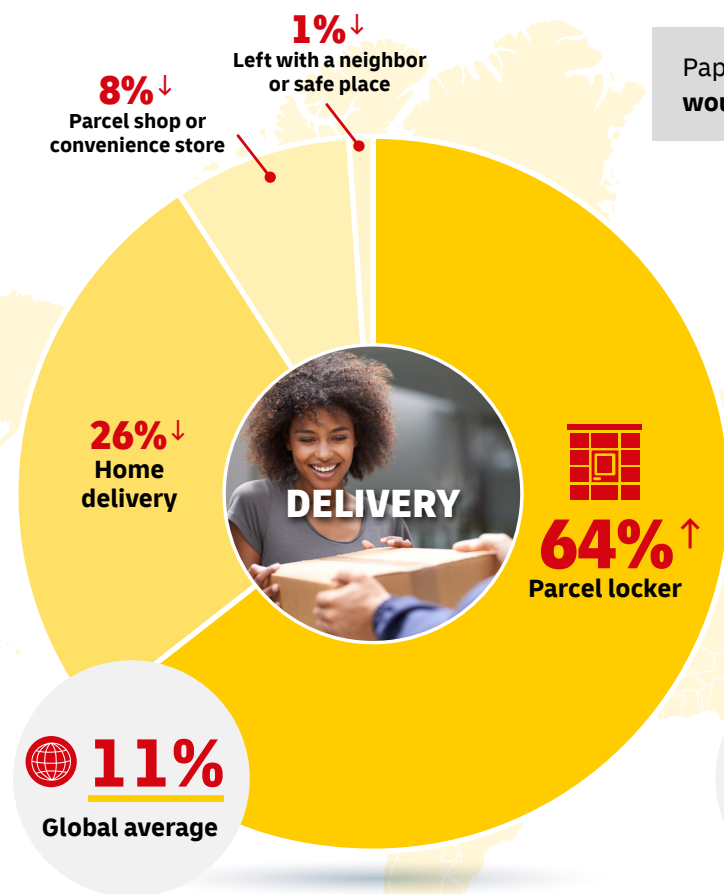
Q 2024 Online Shopper Trends



How do Polish shoppers want to receive and return their orders?

42% of Polish consumers frequently abandon their basket if their preferred delivery option is not offered. To help you avoid missing out on sales due to delivery options, we've uncovered these shoppers' preferences.

Paperless returns are becoming more popular in Poland – 27% would prefer to scan a QR code in-store or at the parcel locker.



Redirection to a parcel locker is the most popular choice for Polish shoppers – 80% say it's important to be offered this option.

!! Out-of-home delivery and returns are hugely popular in Poland. As the only country where more shoppers choose a parcel locker over home delivery, it's vital to offer these delivery options to ensure customers are satisfied with their experience.



96%[→]

say delivery options influence where they shop online.



74%[↑]

say free delivery would improve their online shopping experience.



68%[↑]

say the delivery provider has some or a lot of influence on their decision to buy.



44%[↑]

feel frustrated if they have to pay for returns.





Anything else to know about this market?



51% ↑ always use a laptop or desktop.
vs
34% of global shoppers always use a laptop.



32% ↓ always use a smartphone.
vs
57% of global shoppers always use a smartphone.

Why are Polish shoppers abandoning their baskets?

40% ↓

Delivery is too expensive.

34% ↑

They find the items cheaper elsewhere.

23% ↓

There are unexpected costs at checkout.



41% ↑

prefer to use guest checkout instead of creating an account.

Looking for ways to encourage these shoppers to create an account with your business?

64% say loyalty schemes are very or quite important to them, so this could be the incentive they need.

How important is sustainability to Polish shoppers?

Sustainability is becoming more important to shoppers in Poland. However, they aren't always willing to pay to make their orders more sustainable.



say sustainability is important to them when shopping online.



would never choose to pay more for a more sustainable delivery.



would be willing to accept a longer delivery time to make their delivery more sustainable.



Interested in finding out more?



Read our series of Online Shopper Trends Reports for data and insights that can support business growth in new or existing markets.



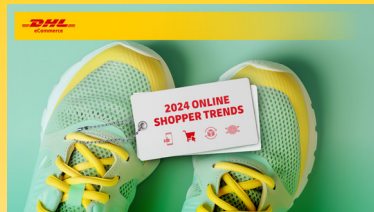
E-Commerce Trends Report

Why do online shoppers really abandon their baskets?



Cross-Border Buying Report

Why are online shoppers buying from other countries (and how can you sell to them)?



Online Purchasing Behavior Report

What's driving shoppers to spend and subscribe online?



Beyond the Basket Report

What's really influencing the buying decisions of social, sustainable and cross-border shoppers?



Delivery & Returns Report

How can businesses create a seamless delivery & returns experience?



Country Reports

Want to know what matters most to shoppers in a specific country?

LET US HELP GROW YOUR BUSINESS

At DHL eCommerce, we can help you expand within and beyond borders. Discover how our best-in-class products can support your business.