

Clicks, carts & conversions in Poland

What today's online shoppers really want (and how to deliver)

Whether you already sell to this market or you want to expand across borders, these insights can help you meet local expectations, engage shoppers and grow your sales.

[Explore the full series of country reports and the Global E-Commerce Trends Report here.](#)

Key

↑ = Higher than global average

→ = Same as global average

↓ = Lower than global average

Unpacking the dynamic Polish market

74% ↓

make purchases during Black Friday weekend

The Black Friday shopper

66% ↓

say sustainability is important to them when shopping online

The sustainable shopper

60% ↑

buy from online retailers based in other countries

The cross-border shopper

58% ↑

buy refurbished or pre-owned items online

The refurbished and recycled shopper

56% ↓

buy directly from social media platforms

The social shopper

17% ↓

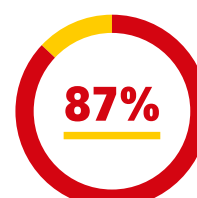
have an online shopping subscription

The subscription shopper



98% buy from marketplaces

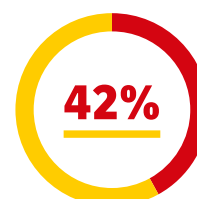
Which ones do they buy from the most?



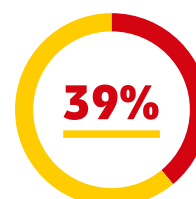
Allegro



Temu



Zalando



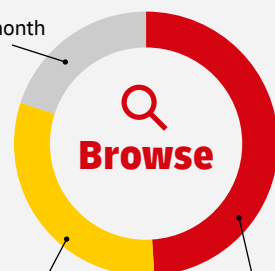
Vinted

The conversion challenge: Turning browsers into buyers

Shoppers in Poland browse more than they buy. But if you get the experience right at every touchpoint, your business can turn clicks into sales.

20% →

Once a month or less



31% ↑

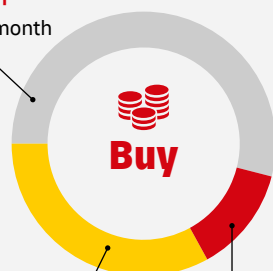
Once a week

49% ↓

At least two to three times a week

54% ↑

Once a month or less



33% ↑

Once a week

13% ↓

At least two to three times a week



What device do they use to shop?

Smartphone

88% ↓

Laptop/desktop

87% ↑

Retailer's mobile app

79% ↑

Voice commands

31% ↓



How do they pay?

Credit or debit card

78% ↓

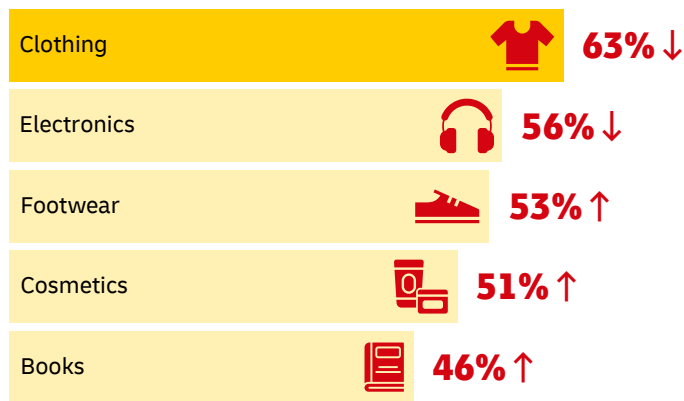
Digital wallet

72% ↓

Buy Now, Pay Later

52% ↑

What do Polish shoppers buy online?



46% ↑

buy clothing on marketplaces

34% ↓

buy clothing via social media

37% ↑

buy refurbished or pre-owned books

26% ↑

buy footwear on subscription

35% ↓

buy electronics during Black Friday sales

25% ↑

buy jewelry from retailers in other countries

The shift to more sustainable choices

66% of Polish shoppers say sustainability will become more important to them in the next five years.



would accept a longer delivery time to be more sustainable



buy sustainably-sourced items at least a few times a year



would likely use a retailer's recycling or buy-back program



have abandoned their basket due to sustainability concerns



buy pre-owned or refurbished items online



say free and easy returns would make them use a retailer's recycling or buy-back program



want to know the environmental impact of their delivery

72% of Gen Z shoppers and 70% of Millennials in Poland say sustainability is important to them, compared to 63% of Gen X shoppers and 58% of Baby Boomers.

Social shopping: connecting trends with the cart

1 in 2 shoppers in Poland have made a purchase on social media, and 61% say it could become their top shopping destination by 2030.

79% ↓

say trends or viral products influence their buying decisions

55% ↓

are interested or somewhat interested in live-streamed shopping events

63% ↑

say offers or discounts on social media influence their buying decisions

Keeping up vs. buying: generational differences

Millennials and Gen X shoppers in Poland shop on Facebook the most, whereas Gen Z shoppers buy more on Instagram and YouTube. Baby Boomers don't shop on social media as much but are more likely to use it to learn more about a brand.

Do Polish shoppers believe the Black Friday hype?

74% buy online during Black Friday or Cyber Monday – but 16% don't believe the hype.

67% of Polish shoppers are motivated by savings and discounts during Black Friday. Gen Z and Millennials lead in activity, while Baby Boomers and Gen X are the least likely to trust retailers' offers and prices.

How much do Polish shoppers buy and do they trust retailers' Black Friday offers?

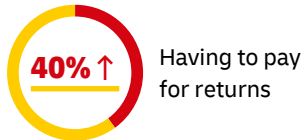
	Buy more or the same	Buy less or not at all	Completely or mostly trust retailers' offers
Gen Z	81%	19%	36%
Millennials	79%	21%	42%
Gen X	74%	26%	32%
Baby Boomers	62%	38%	23%

What does it take to win over Polish shoppers?

From long delivery times and returns fees to not being offered their preferred options for paying for, receiving or returning their orders, the barriers to purchase for Polish shoppers are clear. To turn browsers into buyers, you need to provide the delivery and returns options these shoppers want – otherwise, they're likely to walk away instead of clicking 'buy now'.



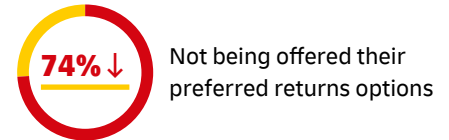
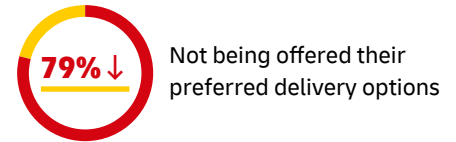
What frustrates these shoppers?



What improvements do they want?

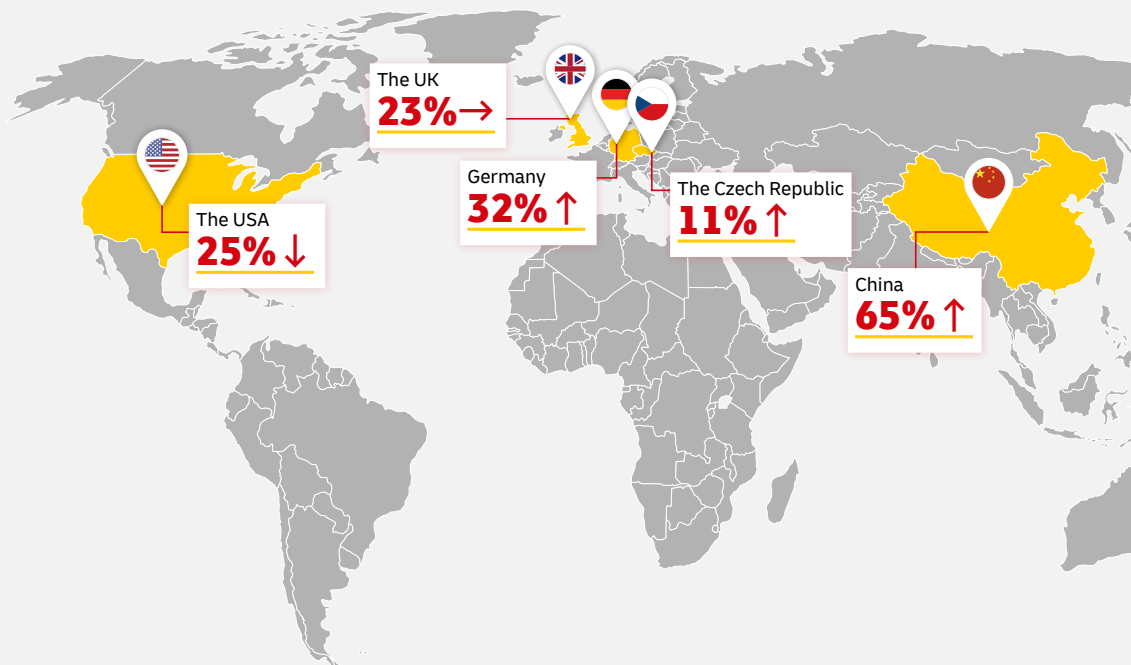


What makes them abandon their baskets?



Where does Poland buy from?

60% of shoppers in Poland buy from retailers in other countries – and 31% do so at least once a month. This rises to 40% for Gen Z and 38% for social shoppers.



58% ↑

buy from other countries to get lower prices

36% ↑

don't buy from other countries due to delivery by an unfamiliar provider

40% ↑

say a website in their native language would make them feel more confident buying across borders

Who buys from Poland?



The Czech Republic



Germany



Sweden

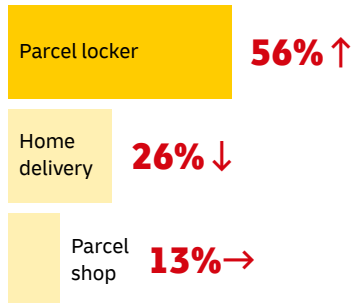
Do you run an e-commerce business in Poland?

Expanding into new markets could be your next big growth opportunity. [Find out more](#) about our fast, affordable and reliable international delivery and returns.

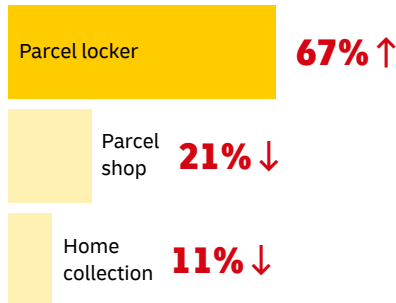
How can you deliver on their expectations?

7 in 10 Polish shoppers will abandon their baskets if their preferred delivery and returns options aren't available. Demand for parcel lockers is high in this market, with more than half of shoppers choosing them for both delivery and returns – across all generations and shopper types. [Explore the increasing popularity of out-of-home.](#)

Delivery preferences



Returns preferences



81% ↑

won't buy from an online retailer if they don't trust the delivery provider



82% ↑

won't buy from an online retailer if they don't trust the returns provider

How do they track and redirect their parcels?

If they're not home to receive their parcel, they prefer to:



47% ↑

track and redirect their deliveries using the delivery provider's app



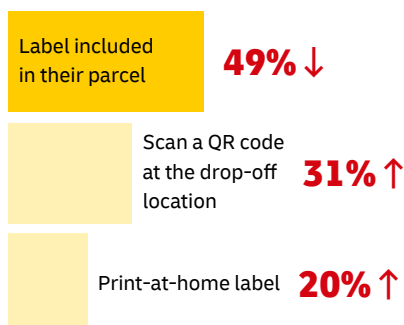
27% ↓

use the delivery provider's website

Return to retailer

66% of shoppers in Poland have returned an item to an online retailer, with 94% returning up to 30% of their purchases. **Millennials, social shoppers and sustainable shoppers are the most frequent returners.** [Review the global returns landscape.](#)

What are their return label preferences?



Top reasons for returning items:

1. Wrong size
2. Poor quality
3. Doesn't look like the image
4. Damaged during transit
5. Doesn't suit them



39% ↑

have spent more to get free delivery, then returned the extra items

89% ↑

prefer to return items via out-of-home locations



Unpack even more global insights...