



Allegro - your ideal place to start selling in Poland and CEE

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Allegro - your ideal place to start selling in Poland and CEE

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Ecommerce in Central and Eastern Europe

European ecommerce

590.8 M

population of Europe (2021)

89%

Internet users (2021)

718 bn EUR

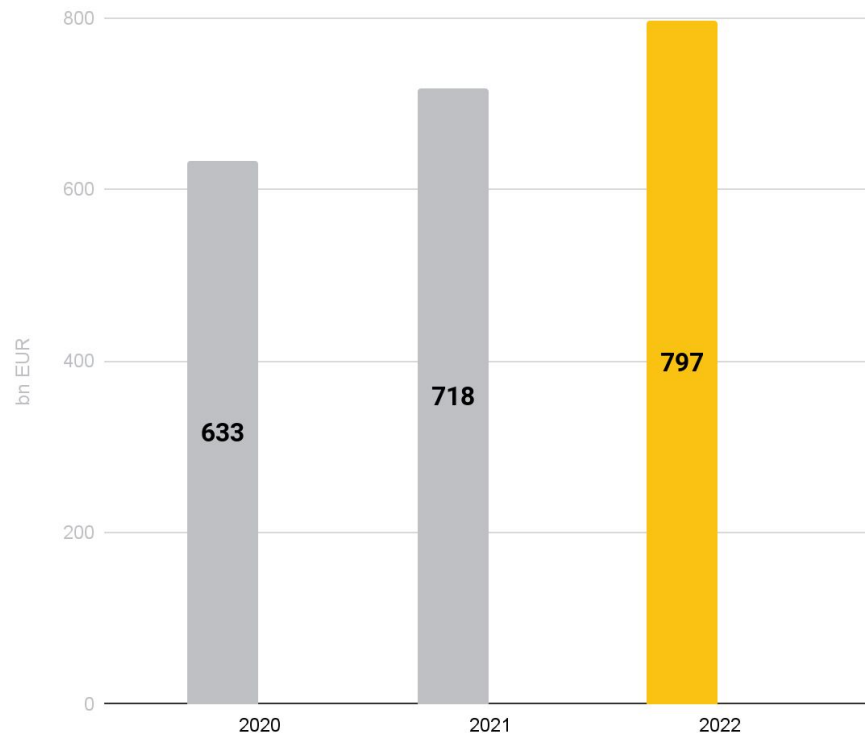
e-commerce revenue (+13% YoY)

797 bn EUR

forecasted ecommerce revenue for 2022 (+11% YoY)

**Online sales are expected to make up
an average of 30% of retail turnover by 2030.**

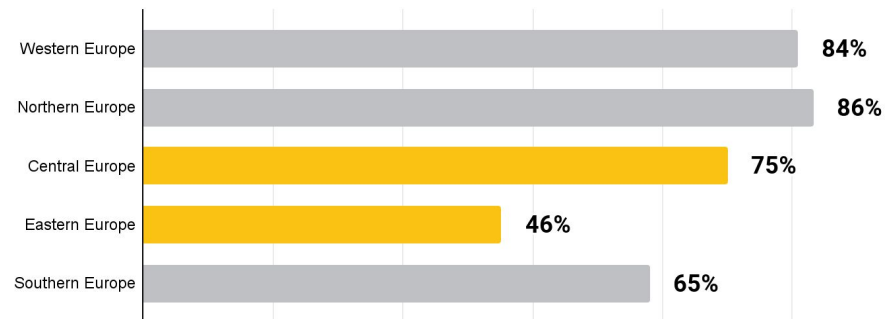
European ecommerce turnover YoY



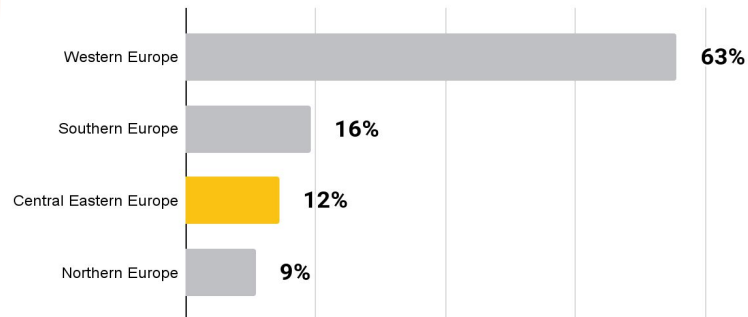
Ecommerce in CEE

- **Overall growth** in B2C turnover across whole Europe in 2021.
- **Central and Eastern Europe** accounts for **12%** of European ecommerce turnover.
- **Eastern Europe** has experienced **higher growth rates in B2C ecommerce sales** than many Western European countries.

E-shoppers by region



Share of European ecommerce turnover by region, 2021



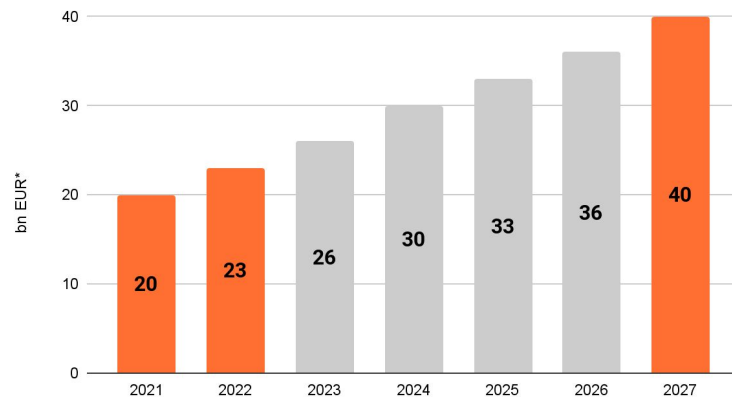
Poland

~38 M
inhabitants

~30 M
Internet users

77%
online buyers

Ecommerce market value forecast



Sources: E-Commerce w Polsce 2022 by Gemius & PWC.PL: Do 2027 wartości rynku e-commerce w Polsce wzrosnie o ponad 94 mld zł do 187 mld zł

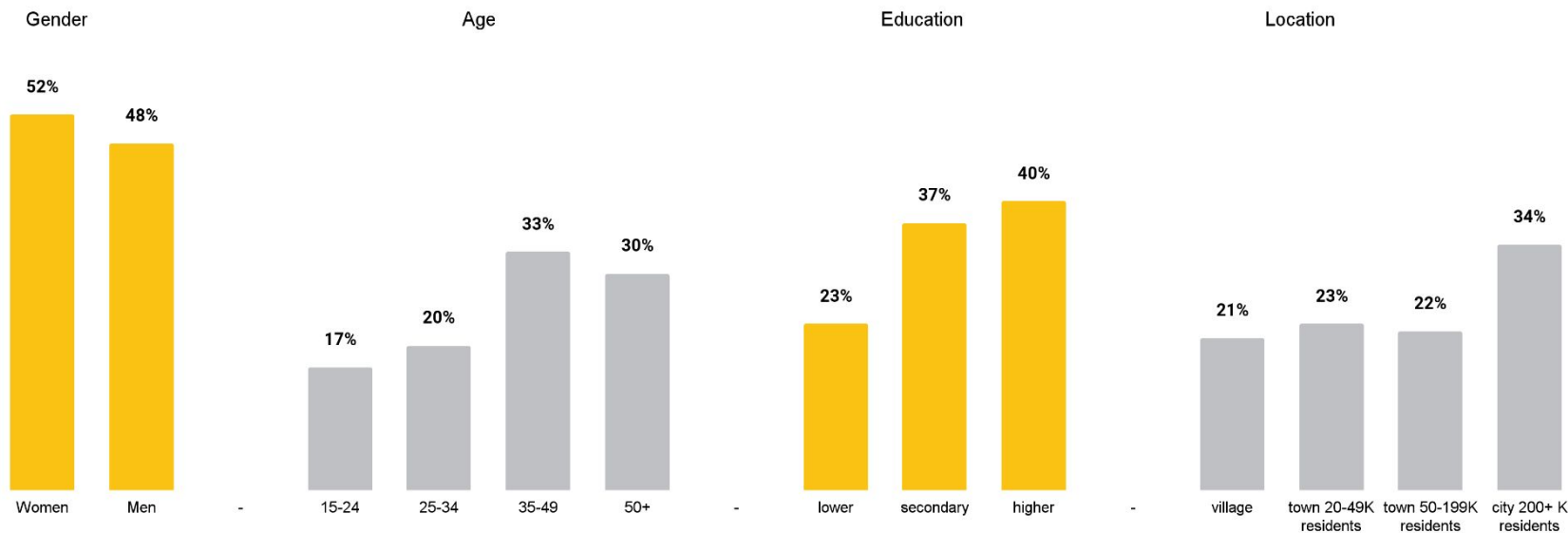
* Exchange rate PLN/EUR: NBP average monthly exchange rate 08/2022



Polish buyers - meet your future customers



Polish buyers



Silver generation - during the pandemic, the interest in online shopping for older age groups increased by **12%**.

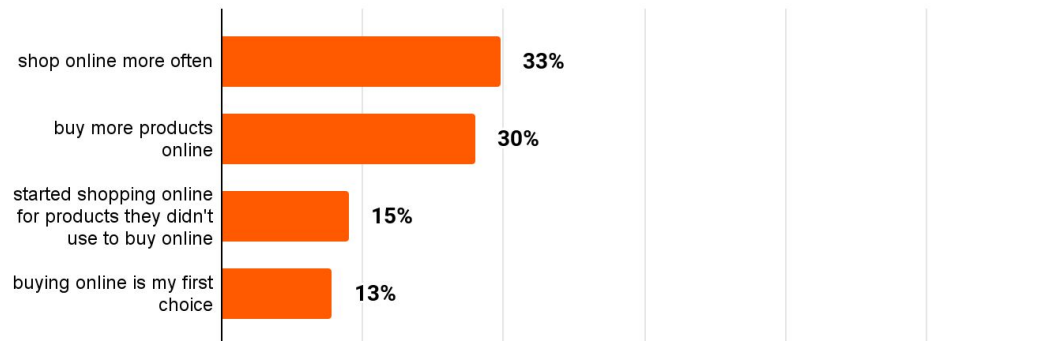
Polish buyers

93%

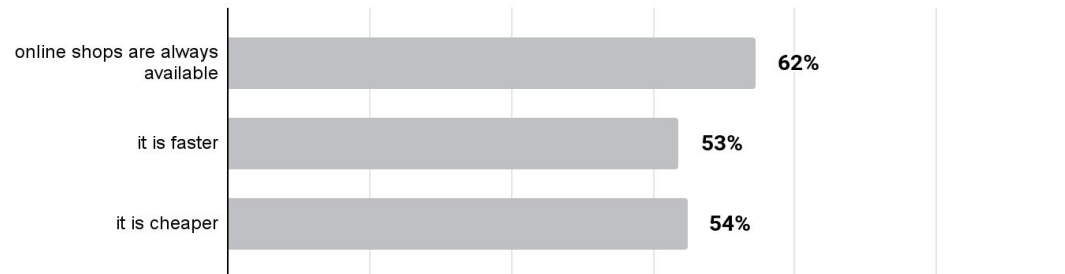
Poles describing their financial situation as either Average or Good

Wages are increasing in Poland. As a result the average Pole has more disposable income and is willing to spend more on high quality-goods.

As a result of Covid-19, Polish buyers:



Top reasons for moving purchases online:



Ecommerce trends specific to Polish buyers

75%

buy from domestic e-shops

32%

buy from foreign e-shops

E-consumers are more likely to buy from an online store that **minimizes its impact on the environment.**

Polish online shoppers believe in their **trusted brands** and expect content to be in Polish

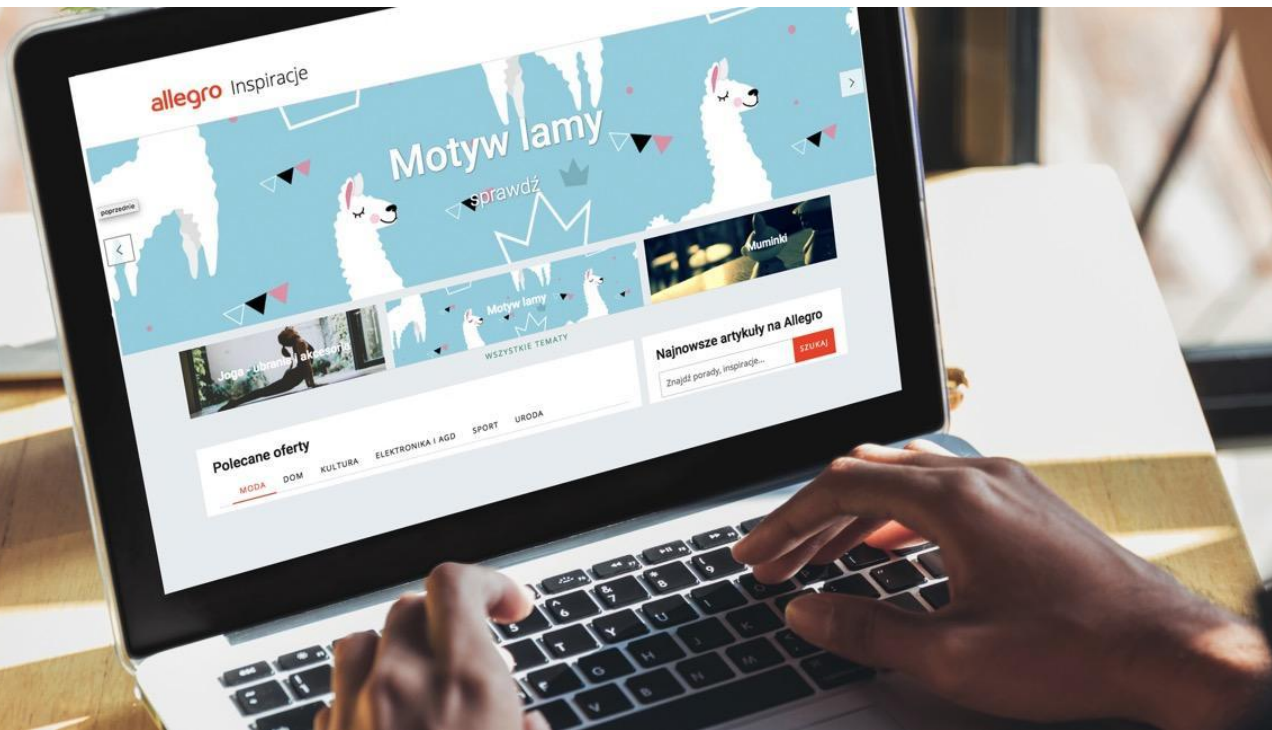
71%

notice whether the packaging is environmentally-friendly

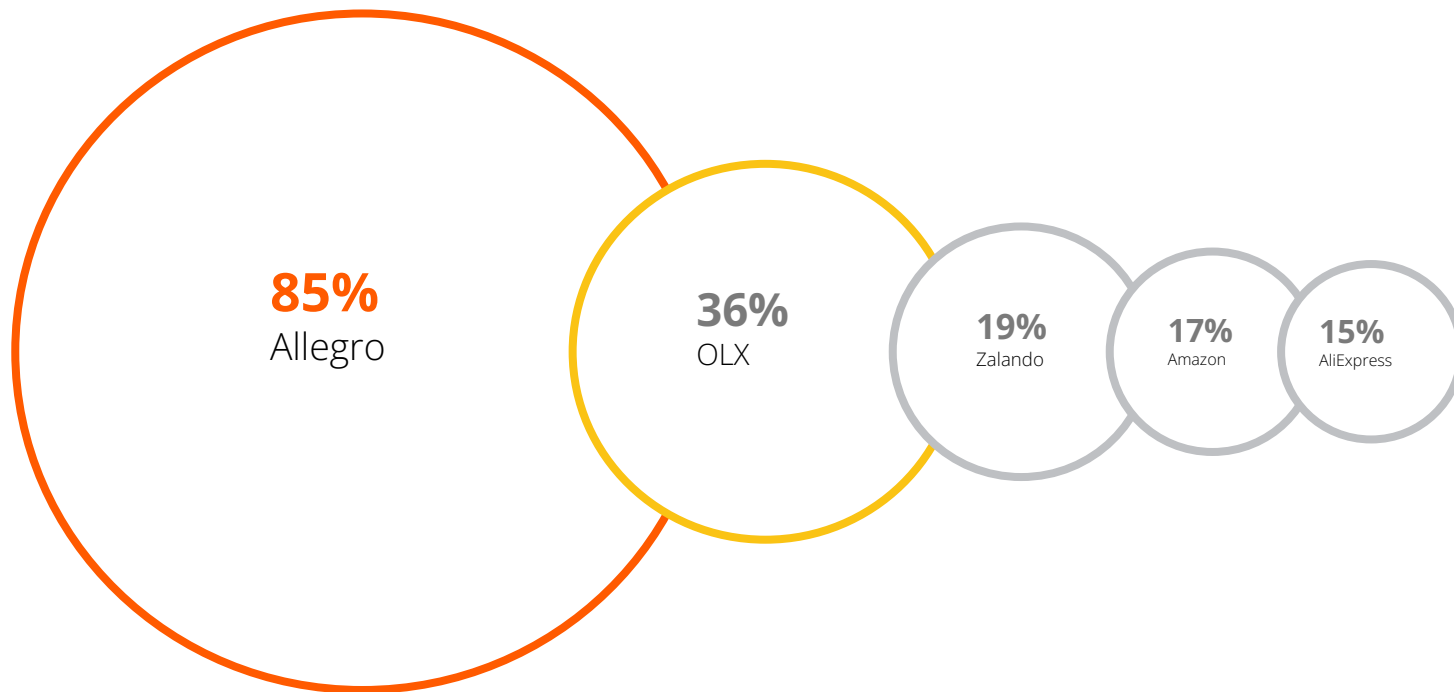
49%

would pay extra for an environmentally-friendly packaging

Allegro - your gateway to Central and Eastern Europe



Spontaneous recognisability of e-commerce platforms

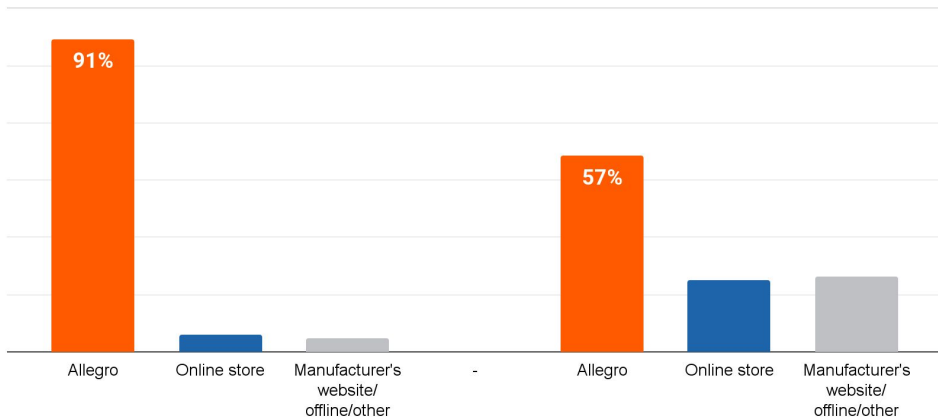


Where do Poles purchase products?

30% buyers search for products on

allegro

Products purchased via



18% buyers search for products on

Google

Products purchased via

Nearly **every third Polish buyer** starts their product search directly on a Allegro. Almost all of them end up buying products on the marketplace.

More than half of the consumers who start on Google **finalize their purchase on Allegro.**

22M visits on a monthly basis

Allegro Group international expansion

Mall Group and WE|DO acquisition

finalized on 1st April 2022

International delivery to 24 EU countries

launched in Q2 2022

Polish and international merchants are now able to offer their products to an EU-wide audience in English



Start selling on Allegro with ease

Open marketplace

Sell your products in all 14 categories

No registration fees

Join for free and see how Allegro works for you

No listing fees in most categories

List as many products as you want

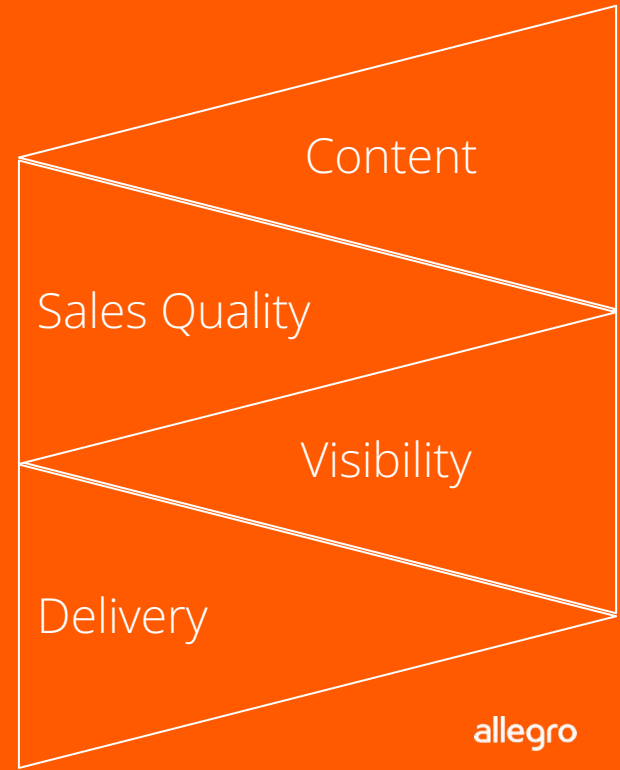
Commission/success fees

Use the platform free of charge and pay only when you sell

Welcome Program for new sellers

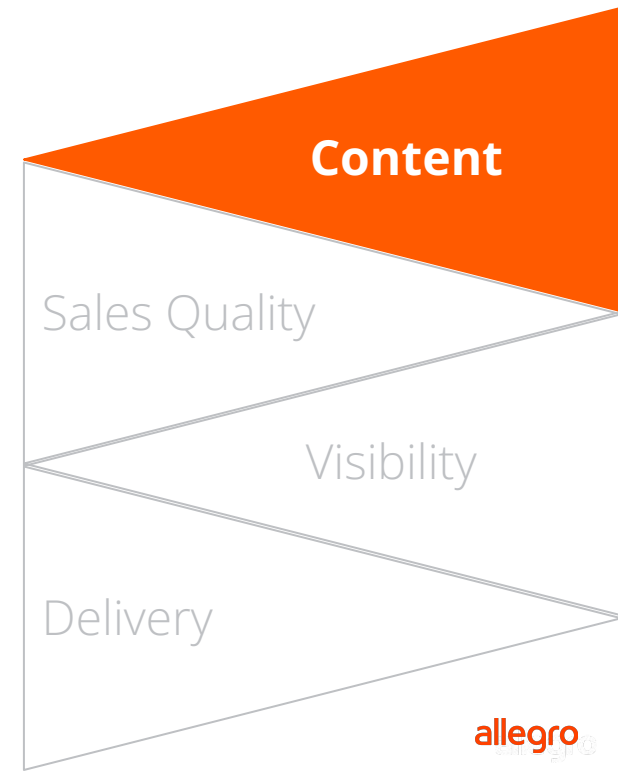
Test the tools and build your presence on Allegro low-cost

How to win on a marketplace?



Get your offers to the top of Allegro listing

- titles and **descriptions in Polish**
- accurate **parameters**
- thumbnails on a white background



Get your offers to the top of Allegro listing

- Sales Quality **metrics and dashboard**
- Buyers' **ratings**
- **Super Seller** program for best-performing merchants



Get your offers to the top of Allegro listing

- **Promo options** and Allegro **campaigns**
- Sponsored **advertising**
- Dedicated partnership agreements



Get your offers to the top of Allegro listing

- Delivery **time**
- Delivery **cost**
- Delivery **methods**



Get your offers to the top of Allegro listing

- **Well-formatted content** in Polish (Poland) or English (other countries)
- **High-quality customer service** and good ratings
- **Promotion, advertising** and campaigns
- Fast, **convenient and low-cost delivery**



Set up a successful delivery model

Dispatch from Poland

customer in Poland

- Use your **own warehouse or 3P fulfillment**
- Join **Allegro One Fulfillment**

customer outside of Poland

- Ship with **DPD** with competitive shipping costs to **24 EU countries**

Dispatch from abroad

customer in Poland

- Use your **own warehouse or 3P fulfillment**

customer outside of Poland

- Use your **own contracts** with courier companies to deliver to selected EU countries

Set up a successful delivery model

~50%

Probability of sales if you deliver **within 48h**

~20%

Probability of sales if you deliver **within 7 days**

Allegro Smart!

- Free delivery and returns for buyers
- Available if you ship from Poland (multiple delivery options) or from Germany, France, the Netherlands and the Czech Republic (DHL, DPD, UPS)

Your offers are higher on the listing

Your offers are x 2.5 more popular

Allegro Fulfillment



- Order handling 24/7
- Different delivery methods negotiated with carriers
- Customer service related to orders
- Polish VAT needed

Same or next day delivery

Higher Sales Quality score on a daily basis

Get all the knowledge you need

Support teams

[Onboarding and support teams](#) available to all sellers on the platform

Key Account Manager for sellers generating certain GMV level or as a part of dedicated partnership agreements

Educational resources

[Allegro Academy](#) - training platform for sellers with short interactive courses and live webinars

Allegro Help Center - articles on all topics available in Polish and English

Allegro Analytics

Current [sales statistics](#) based on real Allegro data to adjust the assortment, optimize prices and increase sales

Service Provider Network

[SPN website](#) with **external service providers**, integrators, translation services and logistic partners

Why a marketplace?

- Large **base of consumers**
- Help with **overcoming cross-border barriers**
- Good **testing ground** for products
- Opportunity to reach **different customer groups**
- Variety of **educational resources, promotion** and **sales management tools**



Thank you for your attention!

Q&A

If you'd like to find out more, leave your contact details using this form

