

Frisco.pl reports rapid growth

21.10.2016

Frisco.pl, an online grocery shop and part of the portfolio of the MCI.Techventures fund, recorded a high rate of growth in the first half of 2016. Compared to the same period in 2015, the number of new clients has increased by more than half, while the total number of e-shop users has grown by nearly 40%. Both indicators continue to support highly dynamic growth.

The portfolio of the MCI.TechVentures fund, managed by Private Equity Managers, includes first and foremost companies that present large growth potential on a regional and European scale.

“Frisco.pl has become one of the stars of the MCI.TechVentures fund thanks to its very dynamic growth, which is reflected in both financial indicators as well as an increasingly wider range of clients. We are pleased with the work of the company’s new board, which has successfully implemented the strategy approved by its shareholders. The company has also received a new round of financing – this is a proof that it enjoys the trust of investors. Frisco is an example of outstanding cooperation between a fund and strategic investor in the development of a regional champion,” said Tomasz Danis, a Partner at Private Equity Managers.

Frisco.pl is a leader among e-grocery shops in Warsaw and communes neighbouring the capital. It can be distinguished from other strong players that offer online shopping by the fact that the internet is the company’s only sales channel.

The e-grocery sector in Poland is growing dynamically and enjoys increasing interest among consumers. In comparison with the first half of 2015, the number of new Frisco.pl clients rose by 59%. Significant growth was also observed with respect to the average frequency of shopping – an increase of 13% during the analysed period. However, June to August of 2016 turned out to be a record-breaking period. The number of new clients during this period more than doubled, as much as by 137% compared to the same period of the previous year. These data mean that Frisco.pl is dynamically expanding its operations in the capital city.

– “In Poland the share of e-grocery fluctuates around approximately 0.2% of the FMCG market, but that figure reaches 6% in neighbouring countries of Western Europe. We have a long way to go to reach this result, but the dynamic increase in new Frisco.pl clients shows that our activities are effective and bringing very positive results. Online grocery shopping has enormous potential for growth. The sector is incredibly dynamic and e-grocery services are a good fit for current social and consumer trends. They enable Poles to save not only money, but first and foremost time, time they can use for what is really important to them,” comments Katarzyna Kazior, President of the Board of Frisco.pl.