

Interaktywnie.com finds 30% growth of Polish e-commerce likely in 2016

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Interaktywnie.com, a web service, ordered the „E-commerce 2015” report from its specialists to survey the condition of the industry and **gauge its development potential**. In 2016, the value of the Polish e-commerce market is estimated to reach even PLN **38 billion**, i.e. **9 billion** more than anticipated for this year. In the report, experts also advise e-shop owners against overlooking the power of Big Data, which will help to customise particular service components (e.g. capturing and retaining customers through mailing campaigns). They also add that price is no longer the core selection criterion for customers, whose online purchase decisions are increasingly more often driven by a wide range of factors. Interestingly, price wars have ceased to be the essential strategy of winning customers, as was commonplace before, being replaced by competition in other fields, **such as service and goods quality and delivery options**.

Full report can be viewed: <http://interaktywnie.com/download/113-raport-e-commerce-2015>

MCI has in its portfolio a number of e-commerce companies operating in Poland, such as Answear.com i Frisco.pl.