

Future Trends on E-grocery Market in Poland*

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Abstract

E-commerce is the sale and purchase of goods and services in the Internet or other network. E-grocery - an e-commerce branch that covers the sale and purchase of food products is its integral part. In Poland, but also throughout the European Union, the e-grocery market is developing dynamically and rapidly gains new customers. Contributed to this, among others the COVID-19 pandemic, which negatively affected many industries, in the case of e-commerce significantly accelerated its development. Poles appreciate many advantages offered by online food trade. At the same time, their knowledge of online stores available on the market is low, which is important information for entrepreneurs and should affect the planning of marketing activities. Transaction security is a very important issue, especially for customers over 50-55 years old. Services, such as Apple Pay and Google Pay attach great importance to this issue. New technologies appear on the e-commerce market and create new opportunities. There are many e-commerce growths forecasts available. All of them are very beneficial and assume the continuation of the rapid development of e-commerce and large growth, both quantitatively and qualitatively, in the coming years.

Keywords: e-commerce, e-grocery, online shop, e-grocery trends, e-grocery development.