





Poznań

Poznań is located in the Central West Poland and it constitutes the capital of Greater Poland Voivodeship. It is the fifth largest Polish city considering the number of inhabitants – in the end of 2019, there were 534,813 of them in the city and additionally, approximately 100 thousand of people commuted to work and school every day.

Considering the geographical area, the city is the sixth largest one in Poland, and occupies 262 km². Poznań along with the county and the neighboring communes constitutes the Poznań agglomeration within which resides 1.2 million of people.

Green areas in Poznań take 1/3 of the overall city's area. They mainly involves 49 of parks and public gardens. To honor the activities connected to sustainable and ecological development, in 2018 Poznań was titled with The Most Ecological City in Poland, and it was granted with the statuette of Green Phoenix for supporting and promoting the concept of eco-energy.

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Labour market



Poznań from many years in a row is the city with the lowest unemployment rate in the country. In the end of 2019, the unemployment rate in Poznań increased by 0.5%, and therefore it amounted in 1.7% . Within the Greater Poland Voivodeship, this indicator was 3.7%.

The working age population in Poznań constitutes 60% of the overall population number. The biggest amount of employees works in services sector, and the remaining part in industry and construction sectors. The greatest employers from Poznań who employ more than a thousand people, involve companies working in production, construction, transportation, financial, education, administration and healthcare sectors.

The low unemployment rate causes problems with hiring employees by firms. In 2019, the most wanted employees were those with specialist vocational education and employees performing the basic, often physical jobs. The level of salaries in Poznań, as well as in the whole Voivodeship is constantly increasing. In 2019, in Poznań, the average gross salary in industry sector amounted in PLN 5,926.84, while in the Voivodeship it amounted in PLN 4,927.59.

Investment market



Poznań is one of the leading Polish cities considering economic development. Gross domestic product value per inhabitant amounts there in PLN 103.4 thousand, which is more than twice than the average value per inhabitant within a country. Strong services industry position is a dominant factor of GDP increase, as approximately 77% of Poznań's citizens are employed within it. There are 111.7 thousand companies registered in Poznań, including over 3 thousand of foreign capital firms (which is the biggest amount of foreign capital firm in the whole country). Most of the mentioned capital comes from Germany, France, Japan, the Great Britain and the US. In the same time, the greatest amount of capital was invested into industrial production, most importantly – automotive pharmaceutical, food, commercial and real estate (including office, commercial, hotel and residential). Poznań starts to be considered by large international companies as a convenient place for location.

Currently in Poznań there are more than 80 SCCs. The biggest players are: Asahi, Beiersdorf, Bridgestone, GlaxoSmithKline, Unilever, Volkswagen, IKEA, Jeronimo Martins, McKinsey & Company, Mars, or MAN. Amongst functioning SCCs in Poznań, over 30 of them are IT, ITO or R&D centers. The city is recognized as a friendly one for start-ups development, as well as for creative firms' development. Attractiveness of business environment in Poznań is confirmed by won awards, for e.g the first place in the competition Outsourcing Stars of Pro Progressio Foundation and Investor-Friendly Cities Ranking of Polish Association of Development Companies, or the second place in Ranking of Business-Friendly Cities of Forbes magazine.

Events hosted in Poznań have a great meaning for recognition and prestige of the city. First of all, Poznań Fairs, which gather thousands of international investors from many years. The other significant cultural events are Malta Festival or International Festival of Documentaries OFF CINEMA. In 2018, Poznań was granted with a right to host two large sport events in 2020-2021: European Junior Championships and U-23 in kayak sprint and European Rowing Championship.

Office space market



In the first half of 2019, the overall volume of office space in Poznań exceeded half a million sqm, achieving the amount of 565 thousand sqm, and put the city on the fifth place considering office market. It was influenced by delivering five office-commercial buildings of the overall area of 46.1 thousand sqm in April 2019, constructed within the investment of Poznań Business Garden by Vastint Poland. Investment constituted a 1/3 of the overall delivered office space in this time in Poland, and in the same time was two times greater than the volume of the new supply in 2018, when 21.2 thousand sqm of office space was delivered (the biggest part of the new supply was taken by Pixel IV office building of 8.9 thousand sqm and Pixel V of 8.9 thousand sqm as well). Currently, there is 75 thousand sqm of office space under construction, and the greatest project amongst them is Nowy Rynek office building, consisting of two divisions, with the overall area of 37.5 thousand sqm. The remaining investments under construction are Giant Office (15.2 thousand sqm, Giant), Zajezdnia Poznań (6.5 thousand sqm, REF Eastern Opportunities), and extension of Mercator project (6 thousand sqm, Mercator). Office space in Poznań is mostly located in the center of the city, and remaining ones located in the neighboring area of Maltańskie Lake and in the Western part of the city. In the beginning of 2019 there was a great amount of vacancy rate, as new Tenants were not active on the market and the volume of new supply was high.

The amount of office space for rent was at the level of 15.8% of the supply.

In the upcoming years, the sector is forecasted to expand, as many new SMEs are arising on the market, as well as there are many SCCs in Poznań. 1/3 of present agreements are constantly renegotiated by Tenants.

Effective rents in A-class buildings range in 13,25-15,5 EUR/sqm/month, whereas in B-class buildings they vary from 9 to 12,5 EUR/sqm/month.

Retail market



Poznań constitutes the biggest commercial market in the country, and in the same time, it is the first one while considering the saturation with retail space per inhabitant (620 m² per a thousand of inhabitants). The Agglomeration includes 20 shopping centers of the overall area of 700 thousand sqm. The most recent opening of a shopping center was in 2017, when construction of Posnania shopping center of total area of 100 thousand sqm ended, and in the same year, Franowo shopping center expanded by 7.5 thousand sqm. High level of saturation with retail space in Poznań results in problem of locating Tenants in existing shopping centers (Galeria Malta has 29% of vacants) and forces owners to search for new solutions of how to attract more Customers. Therefore, they tend to modernize or extend already existing shopping centers, or they change their structure. Rebranding and renovation were held by Avenida shopping center, and Galeria Kupiec Poznański shall soon be transformed into hotel.

Base rent for prime retail space amounts in 42 – 60 EUR/sqm/month.

Industrial & Logistic market



The overall volume of industrial and logistic spaces in Poznań and the neighboring areas exceeds 2 million sqm. In the end of the first quarter of 2019, it amounted to 2,023,900 sqm. The greatest saturation of industrial and logistic spaces is present in the region of Żerniki, Gądko, Tarnowo Podgórne, Swarzędz and Komorniki municipal. In the beginning of 2019, a warehouse in Luboń was delivered, which offers 4.6 thousand sqm of industrial and logistic space. The warehouse is a part of Industrial Park in Luboń, which altogether shall offer 15 thousand sqm of space for rent. In 2019 Poznań was the fifth region in Poland, which offered the greatest amount of industrial and logistic spaces for rent – 90% of the demand constituted new agreements, and 10% were negotiations.

The vacancy ratio in 2019 was 8.7%. At the end of March 2019 there were 30.7 thousand sqm of warehouses under construction, while a year before, there were 96.4 thousand sqm of such.

The effective rent for industrial and logistic spaces in Poznań decreased to 2.2 – 2.5 EUR/sqm/month from the range of 2.5-2.8 EUR/sqm/month.

Infrastructure market



Poznań, although distant from Central Poland, is greatly connected with all of the Polish regions, as well as many German cities, such as Berlin, Hamburg or Dresden, available within A2 Highway. Poznań is distant from Warsaw by 310 km. County Roads Authority in Poznań has under its administration 120 roads, belonging to Poznań and neighboring municipalities. The overall length of those amounts in 707,142 km. Poznań has its airport of Poznań – Ławica which is distant from the city center by 10 km. In 2019, there were 2,379,635 passengers, which is 4% less than a year before. The airport is constantly developing, which is confirmed by the extended flights offer – people may choose within 79 directions (36 regular ones and 43 charter ones).

The public communications in Poznań works very well. In 2018, Metropolitan Railway of Poznań was launched. Poznań has 242.2 km of bike lanes and offers city bikes.

Educational market



Educational market in Poznań consists of 28 universities, including 8 public and 20 private ones. In Poznań, students may choose within more than 250 fields of study, including over 50 of them being lead in foreign languages (also MBA). In the recent years, the biggest number of students chose the following fields of study: economics, finances, management, IT, pedagogy, administration, physiotherapy, and foreign languages philology. The offer of studies in foreign languages has been extended, especially in those in English. The leading university, gathering 1/3 of students from Poznań, is the University of Adam Mickiewicz, considered as one of the best universities in Poland. The second place in rank of universities is Poznań is taken by Poznań University of Technology, and while considering private schools – the most appreciated is the School of Banking.

In 2019, there were approximately 110 thousand students in Poznań, whereas 2/3 of them were full-time students. Almost 80% of students chosen education in public universities. Private ones gathered approximately 26 thousand of people. In 2019, the number of foreign students exceeded 4.4 thousand.



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