

Poznań

Poznań is the capital of Greater Poland Voivodeship, which is located in the Central West Poland, and It is the fifth largest Polish city considering the number of inhabitants. At present, there are 533 830 people living in Poznań (the number is decreasing), however this is the data considering people with registered address. Apart from that, there shall be considered 100 thousand people who commute 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, Poznań agglomeration is occupied by 1.2 million people. The Voivodeship as a whole is inhabited by 3.5 million people, showing an increasing trend.

Green areas in Poznań take 1/3 of the overall city's area. They mainly involve 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.

CONTENTS**05 Labour Market****06 Investment Market****07 Office Space Market****08 Retail Market****09 Industrial & Logistic Market****10 Infrastructure Market****11 Educational Market**



Labour market



Poznań from many years in a row has the lowest unemployment rate in the country. Such trend is visible within the regular and pandemic period – as for now, the unemployment rate is 2.2%, while in the Voivodeship it amounts to 4% - therefore, both of those values increased. In comparison, the unemployment rate in Poland amounts to 6.5%.

The working age population in Poznań constitutes 58% of the overall population number, within which 44% are mobile (18 – 44 years old). The biggest number of employees work in services sector, and the remaining part in industry and construction sectors. The greatest employers from Poznań who employ more than a thousand people per company, involve sectors of production, construction, transportation, financial, education, administration and healthcare.

In 2021, the deficit professions were: nurses and midwives, driver of trucks, sales representative, warehouse workers, or teachers. The level of salaries in Poznań, as well as in the whole Voivodeship is constantly increasing. At present, the average gross salary in industry sector amounts to PLN 6 243.07, while in the Voivodeship it amounts to PLN 5 067.88.

Investment market



Poznań is one of the leading Polish cities considering economic development. The city is diversified by its structure, however it is the services sector that has the biggest impact on the economy, with which 80% of people are employed. 1/3 of gross value added have been ensured by people who work in the following sectors: trade, repairs, accommodation, gastronomy, information, communication, transport, and logistics.

Gross domestic product within the city is PLN 55.8 billion, therefore value per inhabitant amounts in PLN 103.4 thousand, which is more than twice than the average value per inhabitant within a country; and in the same time it is the second biggest amount in the country (right after Warsaw's one).

In Poznań, there are operating approx. 112 thousand of companies, out of which 3 thousand are those with foreign capital – it is one of the greatest number of firms with the foreign capital in Poland, out of which they are most often from Germany, France, Japan, Great Britain and the USA. The most significant amount of money has been invested in industrial production, and most of all in automotive, food, and pharmaceutical branches, as well as commerce, and real estate sectors (including, office, retail, housing and hotel one).

Currently in Poznań there are more than 100 SCCs, within which there are employed 18 200 people, out of which 7.7 thousand are working in SSC/BPO ; 4.8 thousand – in IT ; and 4.5 thousand – in BPO. The biggest players are Asahi, Beiersdorf, Bridgestone, GlaxoSmithKline, Unilever, Volkswagen, IKEA, Jeronimo Martins, McKinsey & Company, Mars, or MAN.

The city is recognized as a friendly one for start-ups development, as well as for creative firms' development.

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



The year of 2020 was definitely a significant one, when it comes to dynamics of the office market everywhere. Many Tenants were forced to face short- and long-term decisions, considering leasing of office spaces, preceded by the choice of a work model, valid in the whole company. In most of firms, these issues still has to be resolved.

As we are now, in the beginning of 2021, we may observe changes which shall be noticeable in the long-term perspective, meaning safety rules introduced within buildings, or changes within work model to a remote or hybrid one.

Poznań is fifth biggest office market outside Warsaw, and its reserves constitutes 11% of overall demand in Poland (again, with exclusion of Warsaw). The overall supply volume amounts in 583 thousand m², including one of the of the most significant transactions of 2020, which was a pre-let agreement in Nowy Rynek D1 for 26 thousand m², signed by Allegro. Net demand in 2020 exceeded 63 thousand m².

In Poznań, there are constructed one of the biggest office buildings in the country outside of Warsaw, which is Nowy Rynek D, constructed by Skanska Property Poland, as well as Andersia Silver whose developer is Von der Heyden Group. The new supply exceeds 18 thousand m².

Vacancy rate exposes strong increase, amounting in 13% at present.

Base rents slightly decreased and currently amount in 13.6 – 15 EUR/m²/month.

Retail market



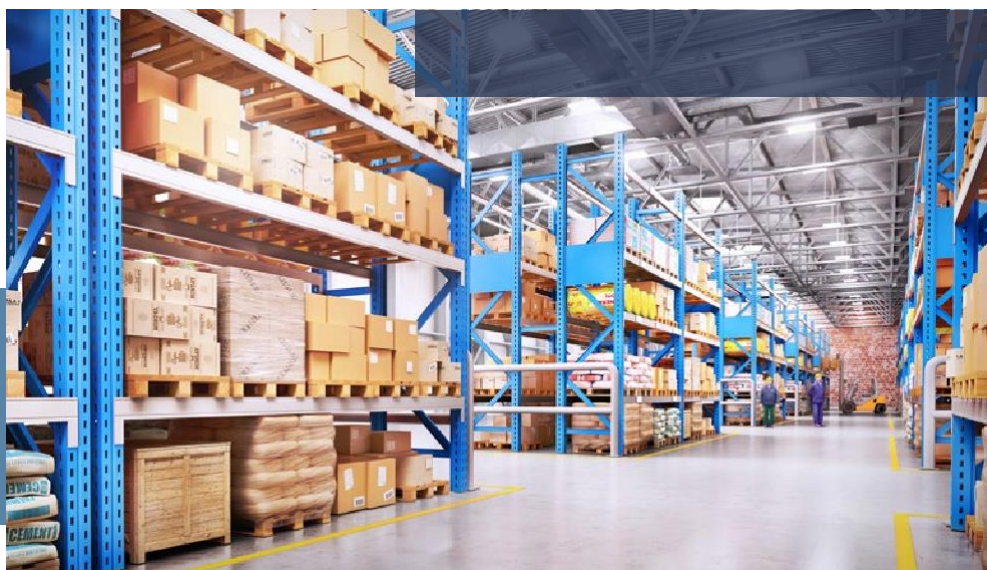
Poznań is one of the biggest Polish retail markets and has a leading position considering its saturation (m^2 of retail space per 1 thousand of inhabitants) – it amounts in $824 \text{ m}^2/1$ thousand inhabitants. Poznań Agglomeration gathers 20 shopping centers with their overall area of 703 thousand m^2 , out of which the biggest facility is Posnania shopping center with its retail space of 99 thousand m^2 GLA.

The most recent year within which a commercial facility was put into use is 2017, while Posnania was commissioned; however, in the same time, retail park Franowo was extended by 7.5 thousand m^2 . The market is dominated by classic-format shopping centers. Retail parks constitute 10% of resources, while outlet parks constitute only 2% of such. Considering restrictions introduced due to the global pandemic, proprietors of existing entities decide to make interventions in forms of modernizations (Stary Browar shopping center); changes of current functions (removal of Tesco hypermarket at Opieńskiego St. in order to transform the area for another purpose); or space reductions (Malta shopping center). Developers plan to focus on mixed-use projects, as well as small retail parks.

Demand for retail space is strong, whereas the vacancy rate increases – its current value is 6.8%. It is caused by withdrawal of retail chains from the market, such as Tesco; or it may be caused by wrongly suited shop format in the given location.

In Poznań Agglomeration there is a currently present decreasing trend of base rent, as well as mass renegotiations of lease agreements. The average amount of base rent in the shopping center for a premises of 100 – 150 m^2 dedicated for a fashion shop is amounting in 35 EUR/ m^2 /month.

Industrial & Logistic market



The ongoing economic situation in the country had a positive impact on industrial and logistic market, which in 2020 achieved a record-breaking value. The overall volume of such spaces in Poznań and its surrounding areas exceeds 2 million m². One of the most significant transactions of 2020 is a Panattoni Park Poznań IV with its size of 50 900 m², put into use in the first, second and fourth quarter of 2020.

The biggest part of new supply considers two biggest industrial and retail markets – Warsaw and Upper Silesia, of which net demand amounts in 1.43 million m² (which is over 42% of net demand in the country). The so called 'great five' – Warsaw, Upper Silesia, Central Poland, Poznań and Wrocław – which constitutes more than 70% Polish market demand. Net demand in Poznań itself is 520 thousand m². Poznań is the fifth market with regards to the size of new warehouses – it exceeds 100 thousand m² which responds to the transaction of GLL Real Estate Partners (selling party) and Blackbrook Capital (buying party) – portfolio of Amazon Poznań. Spaces under construction in Poznań amount in 140 thousand m².

In 2020 the growth of vacancy rate started to hamper, and its value within the country amounts in 7.1%.

Base rents for industrial and logistic space in Poznań slightly increased – current rates amount in 2.8 EUR/ m²/month – 3.7 EUR/ m²/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 (16 of them). The overall length of those amounts in 707,142 km.

The international airport of Poznań-Ławica Airport is distant from the city center by 10 km. In 2020, there have been served 657 709 passengers, which is three times less than a year before. Regardless from the ongoing economic situation, the airport is constantly developing which is confirmed by the extended flights offer.

Public transportation system in Poznań works very well. In 2018, Metropolitan Railway of Poznań was launched. Moreover, the city offers 242.2 km of bike lanes and there is operating a Poznański Rower Miejski (PRM) bike rental system.

Educational market



The city is one of the most important economic centers in the country – there are 25 universities in Poznań, which are attended by 112 thousand of students. Poznań offers more than 250 study courses, including 50 of them led in English (considering presence of students from over 80 countries, the offer of foreign-language studies has been extended), as well as MBA studies.

In recent years, the greatest number of students was educating themselves within the fields of economics, finances, management, IT, pedagogics, administration, physiotherapy or foreign philologues. The leading university chosen by 1/3 of all students is Adam Mickiewicz University, which belongs to one of the greatest university in Poland. Right after, there is Poznan University of Technology, and within private universities, the School of Banking.

Poznań is eager to cooperate within academic community, supporting programmes considering internships, scholarships, or science projects. The cooperation includes help in organization of open lectures, as well as it includes support of economic activity of students.



corees

office@corees.pl
www.corees.pl

Warsaw branch

126/134 Marszałkowska St.
00-008 Warszawa

+48 22 278 27 70

Cracow branch

28 Wielicka St.
30-552 Kraków

+48 12 293 61 20

Wroclaw branch

1 Grabarska St.
50-079 Wrocław

+48 71 747 86 50

NIP: 5821630785 | REGON: 38430020400000