

Strong cities



City attractiveness, office market, HR trends

Q1 2026

The office market sentiment, the investment potential of the city and the labour market.

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Wrocław

Prepared
in cooperation with



Wrocław Agglomeration
Development Agency

Michael Page

Wrocław



City area
293 sq km



Population
893,500
(University of Wrocław, 2024)



Population of the agglomeration
1,200,000
(Wrocław City Hall, 2025)



Migration balance
(+) 1.4 (06.2024, GUS)



Unemployment rate
2.5%
(03.2026, GUS)



GDP growth
8.5%



GDP per capita
PLN 104,360
(gross)



Average salary (gross)
PLN 10,411.03
(in the business sector, 03.2026, GUS)

Investment attractiveness

Rankings

1ST
PLACE

in fDi's **Mid-Sized European Cities of the Future 2025 - Overall**

1ST
PLACE

in fDi's **Mid-Sized European Cities of the Future 2025 - Business Friendliness**

1ST
PLACE

in Poland, No. 2 in Europe, No. 8 in the world in **rising star among technology hubs category**, according to the „The next generation of tech ecosystems” report compiled by Dealroom

2ND
PLACE

in Poland in the ranking by **number of people employed in IT** according to the ABSL report "Business Services Sector in Poland 2024"

2ND
PLACE

in „**Polish Startups 2024**” compiled by the Startup Poland Foundation

2ND
PLACE

in fDi's **Mid-Sized European Cities of the Future 2025 - FDI Strategy and Economic Potential**

2ND
PLACE

in **Business Environment Assessment Study (BEAS) 2024**

Investment incentives

"One stop shop" - Investment process support from the Wrocław Agglomeration Development Agency.

Real estate tax exemption in case of investments in a photovoltaic installation, heat pump, recuperator, ground heat exchanger, solar collector.

Accelerator programmes: Concordia Design Accelerator, Accel Boost, Startup Booster for Social Impact.

Real estate tax exemptions in Wrocław.

Lower Silesian Special Economic Zones.



1ST
PLACE

in fDi's **Mid-Sized European Cities of the Future 2024 - Human Capital and Lifestyle**



Wrocław listed among the 100 cities of the EU mission, „**100 Climate Neutral and Smart Cities by 2030**”

Research and development potential in the Wrocław agglomeration

1) High concentration of R&D companies

The Wrocław agglomeration accounts for nearly 3/4 of all R&D entities in the region, serving as the undisputed center of innovation in Lower Silesia.

Currently, there are over 100 specialized research and development and IT centers operating in the region, as well as the extensive Wrocław Technology Park, which constitutes a critical mass for effective technology transfer.

2) Diversification of R&D areas

Wrocław's research activities are characterized by broad diversification, covering strategic sectors such as MedTech (1st place in the country), AI and Machine Learning, and DeepTech. These innovations are closely correlated with Regional Smart Specializations (RIS3), including advanced chemistry, biotechnology, and Industry 4.0 technologies.

3) Innovative start-ups

Wrocław positions itself as the start-up capital of Poland, accounting for 28% of new registrations nationwide, with a strong focus on B2B models and expansion into the EU Single Market and global markets. The ecosystem includes over 250 dynamic entities that are increasingly building their advantage on patent-protected technologies (DeepTech).

4) The significant role of universities

Wrocław's 30 universities form the foundation of the ecosystem, being the main source of spin-offs and patent innovations. These universities actively implement strategies to integrate scientific research with the real needs of industry and city administration. Another advantage is the unique infrastructure, such as the "LEM" supercomputer and the "ODRA 5" quantum computer.

5) High rating for educational potential

The agglomeration's educational potential is rated highest among medium-sized European cities in the categories of human capital and lifestyle. The STEM-based education system educates over 21,000 students at the Wrocław University of Science and Technology alone, ensuring a steady supply of personnel for high-tech sectors.

6) Highly qualified workforce

Wrocław has a deep pool of technical and business talent, and over 57% of local startup founders have previous entrepreneurial experience, which minimizes the business risk of implementation.

7) Dynamic growth of the R&D sector

The research and development sector is experiencing exceptional growth, as evidenced by a 145% increase in the number of R&D entities over the last decade. Corporate investment in innovation has increased by 74% since 2010, confirming the ongoing trend of modernization of Wrocław's economic base.

Read more about the research and development potential in the Wrocław agglomeration in the latest report. →



Bike paths
1,400 km



Green areas
~41% of the total city area

Fakty i liczby



Number of students
106,000



Number of graduates
24,850



Number of universities
30



Airport - distance to the city centre
10 km



Airport - number of passengers
4,907,527 (2025)



R&D sector - number of research centers and departments
400



BSS sector - number of employed
70,300 (2025)
including in R&D centres
13,600 (ABSL 2025)



Unique startups
283



Active technology communities
+30

RATING AGENCY

Moody's

RATING

A-

Wrocław

Q1 2026



Existing stock
1.36m sq m



Supply under construction
0 sq m



Vacancy rate
21.9%



New supply
24,000 sq m



Take-up
25,500 sq m

Standard lease terms in new buildings



Service charge
PLN/sq m/month
16.00-31.00



Rent-free period
1.5 month
for each contract year



Fit-out budget
EUR/sq m
450.00-550.00

► Wrocław ranks as the third-largest office market in Poland in terms of total stock, following Warsaw and Kraków. The city's modern office space amounts to 1.36 million sqm, accounting for more than 10% of the country's total office stock.

In Q1 2026, demand weakened significantly, driving an increase in the vacancy rate to 21.9%. At the same time, the lack of new supply scheduled for delivery by the end of 2027 should support a gradual rebalancing of market fundamentals. Consequently, a decline in vacancy levels and continued stability in rental rates are expected in the coming quarters.

SUPPLY

Development activity in Wrocław remains limited. In Q1, two office buildings with a total area of 24,000 sqm were delivered, representing the first new supply brought to the market in four quarters. The completed schemes are The Park Wrocław II and Swobodna SPOT. Moreover, no office schemes are currently under construction.

TAKE-UP

Demand for office space in Wrocław weakened significantly in Q1 2026 following a record result recorded in the last quarter of the previous year. Total take-up amounted to 25,500 sqm, representing a decrease of 66% compared to the previous quarter and 42% compared to the same period of the previous year. This was the lowest level of tenant activity recorded on the local market since Q2 2024.

Renewals of existing leases continued to dominate, accounting for 61% of leasing volume. New leases represented 35%, while the remaining 4% consisted of expansions.

In Q1 2026, companies from the business services sector (BSS) accounted for 58% of leased office space in Wrocław, reaffirming the sector's key role in driving demand. The IT sector ranked as the second most significant tenant group, representing 12% of total leasing volume.

VACANCY RATE

The dominance of renegotiations in the leasing structure and the delivery of new office space led to an increase in the vacancy rate to 21.9% (+2 pp. compared to the previous quarter). However, the lack of new supply planned for delivery over the next two years

are expected to tighten market conditions, supporting a gradual decline in vacancy levels in the coming quarters.

RENTS

At the end of Q1 2026, headline rental rates in Wrocław remained stable and typically ranged between EUR 11.00 and EUR 16.00 per sqm per month, although in the prime space they may exceed this level. Service charges also remained at a similar level and usually ranged from PLN 16.00 to PLN 31.00 per sqm per month.

Office market in Poland

Q1 2026



SZCZECIN

192,000 sq m
 7.9%
 EUR 10-14.5

POZNAŃ

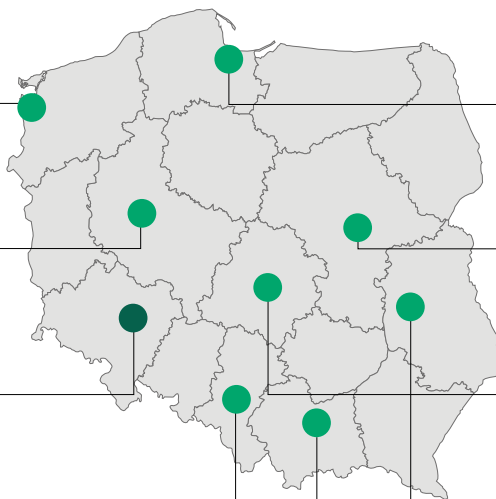
673,000 sq m
 13.8%
 EUR 11.5-16

WROCLAW

1.36m sq m
 21.9%
 EUR 11-16

KATOWICE

742,000 sq m
 22.1%
 EUR 10-14.5



TRICITY

1.07m sq m
 10.8%
 EUR 11-16

WARSAW

6.28m sq m
 9.5%
 EUR 12-32

ŁÓDŹ

641,000 sq m
 19.6%
 EUR 9-15

LUBLIN

225,000 sq m
 10.5%
 EUR 9-13

KRAKOW

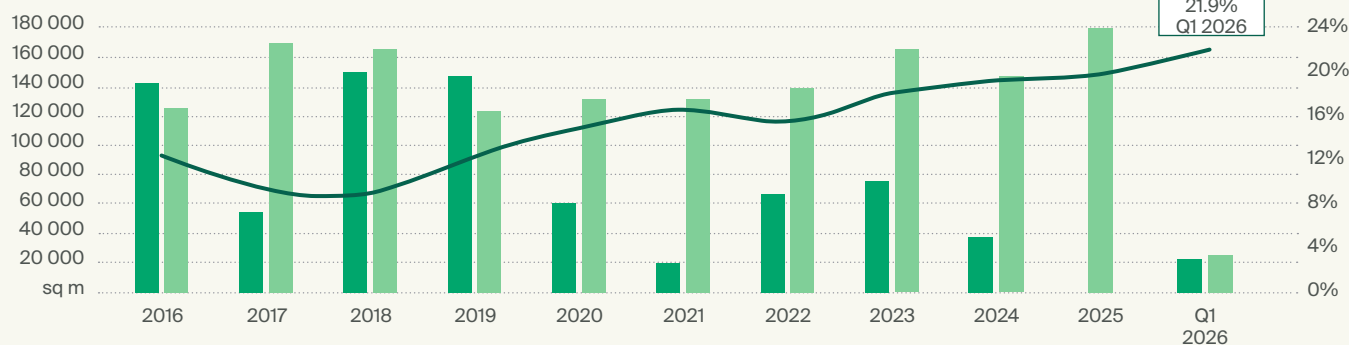
1.85m sq m
 18.4%
 EUR 10-18

🏢 - office stock
 📊 - vacancy rate
 🏗️ - asking rents (per sq m per month)

Source: Knight Frank

Annual new supply, take-up and vacancy rate in Wrocław

■ new supply
■ take-up
■ vacancy rate

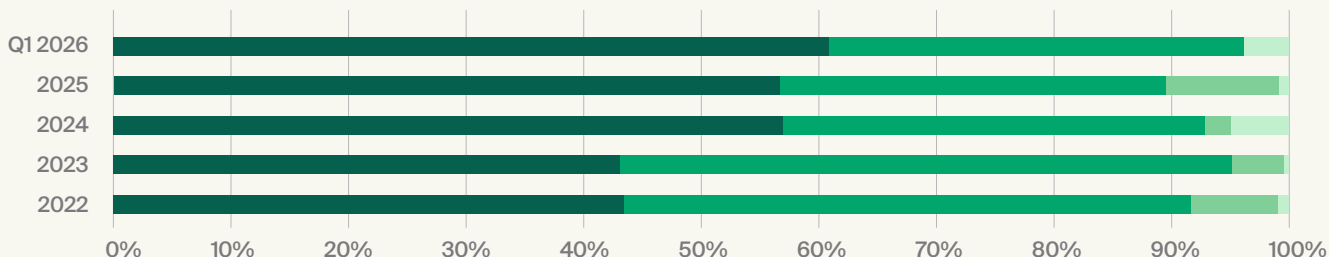


f-forecast based on schemes under construction

Source: Knight Frank

Take-up structure in Wrocław

■ renewals
■ new deals (including pre-let transactions)
■ expansions
■ owner occupied



Source: Knight Frank

Poland's investment revival: larger bets, stronger momentum, and a return to scale in 2026

- Poland is reasserting itself in 2026 as one of the most compelling investment destinations in Central and Eastern Europe. After several years marked by caution and subdued activity, capital is returning at scale. Both manufacturing and logistics, as well as business services and technology, are experiencing a marked acceleration. From a recruitment and advisory perspective, demand has risen sharply for labour market intelligence, particularly talent availability assessments, regional skills mapping, and workforce scalability analysis.

The most notable shift is in the size of projects. As recently as two years ago, investments typically involved 50 to 200 roles. Today, projects involving several hundred employees are increasingly common, with a growing number targeting headcounts in the thousands. This step-change is especially evident in two areas: business services centres and industrial-logistics developments.

BUSINESS SERVICES AND TECHNOLOGY: SCALE RETURNS

According to KPMG's German Central and Eastern European Business Outlook 2026, Poland remains the leading destination for German investment in the region, cited by 56 per cent of respondents, an 11 percentage point increase year on year and the highest share in Central and Eastern Europe. A further 63 per cent expect the region's strategic importance to grow over the next five years, underlining Poland's role as a core operational and technological hub.

Comparable sentiment is visible among US and Nordic investors. Three recent projects supported by Michael Page;

"Poland remains the leading destination for German investment in the region, cited by 56 per cent of respondents, an 11 percentage point increase year on year and the highest share in Central and Eastern Europe."

two in shared services and one in IT, alone account for 1,200 planned hires. This stands in stark contrast to earlier expectations, when new centres were typically projected to employ 50 to 100 people.

Shared services, global business services, and outsourcing models continue to underpin investment decisions. Poland's established urban centres: Kraków, Warsaw, Wrocław, Katowice, and Gdańsk offer deep talent pools, mature infrastructure, and operational resilience. While labour costs are no longer among the lowest in the region, investors increasingly prioritise capability over cost. Less tangible factors also matter: adaptability, initiative, and a willingness among Polish professionals to exceed baseline expectations are frequently cited in investor discussions.

Technology investment is expanding in parallel. Demand is particularly strong in cybersecurity, data analytics, automation, and artificial intelligence. Poland is increasingly hosting regional and global technology hubs responsible for high-value functions,

"While labour costs are no longer among the lowest in the region, investors increasingly prioritise capability over cost."

including digital transformation and AI deployment.

MANUFACTURING AND LOGISTICS: NEARSHORING GAINS TRACTION

Poland is also emerging as a principal beneficiary of nearshoring, as companies reconfigure supply chains in response to geopolitical risk and operational disruption. Although regional competition from Hungary, Romania, and Bulgaria remains, Poland is often the preferred choice.

The drivers are structural rather than cyclical: supply chain resilience in the wake of pandemic-era disruptions; rising geopolitical tensions; regulatory pressure linked to ESG objectives; and advances in automation that narrow cost differentials with Asia. Poland's geographic position, combined with



"Although regional competition from Hungary, Romania, and Bulgaria remains, Poland is often the preferred choice."

its infrastructure and relatively stable business environment, strengthens its appeal.

The logistics sector illustrates this shift. Demand for large-scale facilities is rising, with projects of 70,000 to 100,000 square metres now routine and larger developments increasingly under consideration. For investors, labour availability is only one factor; access to land, energy capacity, building specifications, and supply chain reliability are becoming equally decisive.

DEFENCE AND DUAL-USE TECHNOLOGIES: A STRUCTURAL SHIFT

The defence sector represents a further, and increasingly important, dimension of Poland's investment story. Growth is no longer confined to traditional military production. Dual-use technologies developed for civilian applications but adaptable for defence are gaining prominence, creating spillover effects across the wider industrial base.

Companies in sectors ranging from automation and electronics to chemicals and advanced materials are exploring entry into defence supply chains. This includes navigating certification requirements and assessing the commercial viability of expanding into strategically sensitive technologies. The trend points to a deeper, structural reorientation rather than a short-term response.

"Dual-use technologies developed for civilian applications but adaptable for defence are gaining prominence, creating spillover effects across the wider industrial base."

Recent developments underscore this shift. The move by Jastrzębska Spółka Węglowa into explosives and defence-related components highlights how even traditionally non-defence players are seeking exposure to the sector. At the same time, international capital continues to flow into Poland, while the ecosystem broadens to include technology firms, component manufacturers and energy providers.

Rising defence budgets across NATO countries, coupled with EU funding

mechanisms such as the European Defence Industry Programme, are reinforcing this momentum. Investment is increasingly directed towards modernising production, expanding automation, and building advanced capabilities in areas such as precision engineering and materials science, alongside dedicated research and development functions.

FROM CAUTION TO COMMITMENT

Taken together, these trends suggest that 2026 may mark a turning point. The caution that defined investment decisions in 2024 and 2025 is giving way to larger, longer-term commitments. Poland is no longer positioned as a secondary option, but as a primary destination for companies seeking to scale operations within Europe.

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Report
library:



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The Wrocław Agglomeration Development Agency is a company whose goal is to attract foreign investors, and thus create new jobs and increase economic region. The company also conducts extensive information and promotion activities for residents and implements projects supporting development and cooperation in the agglomeration.

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