Strong cities

City attractiveness, office market, HR trends

Q3 2025	The office market sentiment, the investment potential of the city and the labour market.	*knightfrank.com.pl/en/research*

Wrocław

Prepared in cooperation with

ARAW Wroclaw Agglomeration Development Agency

Michael Page

Wrocław

City area
293 sq km

Population
893,500
(University of Wroclaw, 2024)

Population of the agglomeration
1.200,000
(Wrocław City Hall, 2025)

Migration balance
(+) 1.4 (06.2024, GUS)

Unemployment rate
1.8%
(05.2025, GUS)

GDP growth
8.5%

GDP per capita
PLN **104,360**
(gross)

Average salary (gross)
PLN **9,409.40**
(in the business sector, 05.2025, 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 categoty,** 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"** complied 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.

Quality of life

Rankings

1. ST 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 Wroclaw agglomeration

1) High concentration of R&D companies

Wroclaw has 11% of Polish companies with the status of R&D center granted by the Ministry of Development and Technology.

2) Diversity of R&D business fields

Companies in Wroclaw conduct R&D activities in a wide range of fields, such as engineering and manufacturing, information technology, chemicals and materials, energy, and medicine. This diversification contributes to the creation of innovative solutions in various sectors.

3) Innovative start-ups

Wroclaw is the leader in Poland in terms of the number of start-ups, 28% of all Polish start-ups are registered in Lower Silesia, with the vast majority in Wroclaw.

4) Significant role of universities

There are 30 universities in Wroclaw, which educate more than 105,000 students, of which more than 42,000 are in fields of study that are key to R&D.

5) High rating of educational potential

64% of companies rate the educational potential of Wroclaw universities in the context of R&D cooperation as good or very good. Students have access to numerous internship and traineeship programs at companies such as Selena, Mikroel, LG Energy Solution Wroclaw, Hasco-Lek, among others, which fosters the development of practical skills.

6) Highly qualified human resources

Sixty percent of companies rate the availability of qualified R&D specialists as good or very good. High levels of education, creativity and innovation, and knowledge of modern technologies are the main strengths of Wroclaw's human resources.

7) Dynamic growth of the R&D sector

At the turn of the last few years, the R&D sector in Lower Silesia has experienced dynamic growth, as reflected, among other things, in a 34 percent increase in the number of entities engaged in research and development activities.

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

RATING AGENCY | **Moody's**

RATING | **A-**

Facts & Figures

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
4,500,000 (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)

STEM – chart your future

Wrocław

Q3 2025

Existing stock
↓ **1.34m** sq m

Supply under construction
↑ **26 000** sq m

Vacancy rate
↑ **21.8%**

New supply
● **0** sq m

Take-up
↑ **107,000** 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 Poland's third-largest office market, following Warsaw and Krakow in terms of total stock. The city offers approximately 1.34m sq m of modern office space, accounting for over 10% of the country's total supply.

Since the beginning of the year, leasing activity in Wrocław has surpassed 107,000 sq m, positioning the city as the second most active regional market, behind only Krakow. Despite this robust take-up, the vacancy rate has continued to increase, reaching 21.8% at the end of September. Nonetheless, the combination of a constrained development pipeline and sustained occupier interest is expected to support a gradual decline in vacancy levels over the coming quarters.

SUPPLY

Development activity in Wrocław remains subdued. Since the beginning of the year, no new office buildings have been delivered to the market and approximately 26,000 sq m of office space are under construction across two projects. The largest of these is Swobodna Spot I, a 16,000 sq m development by Echo Investment, scheduled for completion in early 2026.

TAKE-UP

Between January and September 2025, tenants leased more than 107,000 sq m, marking a 12% increase compared to the same period last year. However, in the third quarter alone, take-up weakened compared to previous quarters, reaching just under 27,000 sq m.

Renegotiations continued to dominate leasing activity, accounting for more than 52% of total volume. New leases nonetheless maintained a significant share, representing 41% of transactions, while expansions comprised the remaining 7%.

The city's office demand continues to be strongly driven by the IT sector, which accounted for 25% of total leased space as of the end of Q3 2025. This underscores Wrocław's position as one of Poland's leading IT hubs.

VACANCY RATE

Due to weakened demand in Q3, the vacancy rate increased by 1.3 pp compared to the previous quarter, reaching 21.8% at the end of September. This also reflects a rise of 2.1 pp year-on-year.

RENTS

Headline rents in Wrocław remained stable at the end of Q3 2025 compared to the previous quarter, generally ranging between 11.00 and 16.00 EUR/sq m/month. However, rents for the best spaces in newly developed buildings may exceed this level. Service charges also remained stable at the end of September 2025, typically ranging from 16.00 to 31.00 PLN/sq m/month.

Office market in Poland

Q3 2025

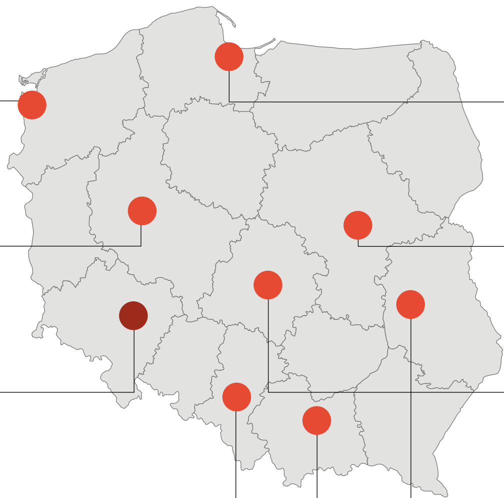
Existing stock
13m sq m

New supply
(Q1-Q3 2025)
107,000 sq m

Take-up
(Q1-Q3 2025)
1m sq m

Supply under construction
340,000 sq m

Vacancy rate
13.9%



SZCZECIN
190,000 sq m
6.8%
EUR 10-14.5

POZNAŃ
675,000 sq m
13.6%
EUR 11.5-16

WROCŁAW
1.34m sq m
21.8%
EUR 11-16

KATOWICE
742,000 sq m
23.4%
EUR 10-14.5

KRAKOW
1.85m sq m
18.6%
EUR 10-18

TRICITY
1.07m sq m
11.9%
EUR 11-16

WARSAW
6.25m sq m
9.7%
EUR 12-32

ŁÓDŹ
643,000 sq m
19.7%
EUR 9-15

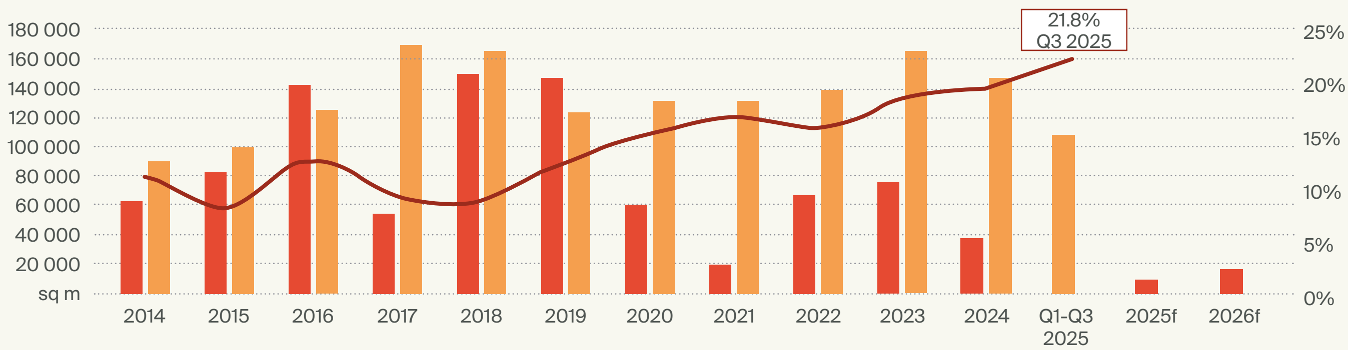
LUBLIN
225,000 sq m
10.3%
EUR 9-13

- 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

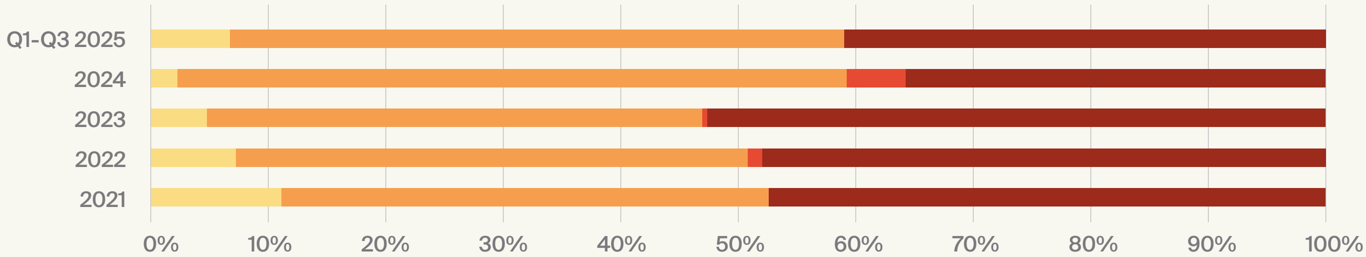


f-forecast based on schemes under construction

Source: Knight Frank

Take-up structure in Wrocław

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



Source: Knight Frank

MichaelPage

Michael Page Salary and Labour Market Trends Review 2026: Salaries Under the Microscope – The Labour Market in the Era of Stability

Stability has returned to the Polish labour market, yet both employees and businesses have become more cautious. Double-digit pay rises when changing employers are now rare, and wage growth depends largely on the role and market conditions. According to the Michael Page Talent Trends 2025 report, only 34% of professionals are actively seeking new employment. In shortage areas such as finance and IT, particularly in areas of restructuring, process optimization, cybersecurity, and big data analytics, candidates still hold the upper hand. However, in most sectors, the market increasingly favours employers.

After a period of change and unpredictability, the Polish labour market has entered a phase of relative stability. Companies, operating amid economic and geopolitical uncertainty and lower inflation, are shaping their pay policies more cautiously. Therefore, according to Michael Page experts, we should not expect a return to double-digit pay rises based solely on changing employers. Instead, pay adjustments are more likely to reflect specific roles and market realities. While candidates still maintain strong bargaining power in shortage roles, the balance is shifting in most industries towards employers.

This shift is clearly visible in recruitment processes. Candidates who in recent years grew accustomed to inflation-driven pay rises of 20–30% are now unlikely to change jobs for a modest 5–10% increase. A 30% pay rise, however, remains a strong motivator. The Talent Trends 2025 report also confirms that only 34% of professionals are actively seeking a new role. On the other hand, recruitment processes have lengthened significantly - from around 50 days to 80, and in some cases even up to 100 days. Employers are making decisions more cautiously, introducing additional candidate verification stages.

"The market has now entered a phase I describe as tactical patience, as both candidates and employers are more careful. We are seeing a decline in momentum, visible through longer recruitment processes and more prudent pay policies. In shortage roles, candidates still have the advantage - for example, positions linked to cybersecurity, whose importance has grown considerably. However, in most sectors, the market is clearly shifting towards employers. At the same time, when deciding to change jobs, it is worth considering the long-term career prospects offered by the new role," comments Radosław Szafrański, Managing Director and Board Member at Michael Page.

MOST SOUGHT-AFTER SPECIALISTS – WHAT SALARIES CAN THEY EXPECT?

The most in-demand professionals today include finance experts, particularly in areas such as restructuring, business optimisation, and the digitalisation of processes and sales. Accountants can expect to earn around PLN 10,000 gross per month, while independent accountants typically receive between PLN 11,000 and 14,000 gross. Heads of Accounting Departments earn between PLN 29,000 and 35,000 gross. Financial analysts most often receive between PLN 11,500 and 14,000 gross, while Finance Directors can expect around PLN 35,000 gross.

The IT sector also offers strong opportunities, particularly in cybersecurity and big data analytics. Based on employment contracts, a Security Analyst earns between PLN 18,000 and 22,000 gross, an IT Security Officer between PLN 20,000 and 25,000, and a Chief Information Security Officer (CISO) between PLN 35,000 and 50,000 gross. In big data, Data Analysts earn between PLN 12,000 and 18,000 gross, while Data Architects earn between PLN 20,000 and 30,000 gross.

Conversely, industries such as

automotive or energy-intensive manufacturing are recruiting more cautiously. An interesting trend can also be seen in the shared service centres sector, where demand is growing for higher-value business roles such as process analysts, financial controllers, and automation specialists.

"Currently, we are observing the greatest demand in finance and IT, particularly in cybersecurity, big data analytics, and process restructuring. Specialists capable of improving and optimising processes generate the most value for businesses. The key competency for the future will be adaptability - leaders who can respond quickly to change, adjust strategies flexibly, and anticipate trends. These abilities help maintain a competitive edge in an era of constant change and the growing influence of artificial intelligence," explains Szafrański.

NEW EXPECTATIONS FROM CANDIDATES AND EMPLOYERS

In a mature and more cautious labour market, the expectations of both employers and candidates are evolving. Companies are increasingly looking for professionals who can deliver measurable impact, operate effectively in complex environments, and remain resilient to change. Candidates, in turn, value pay transparency, sensible hybrid working models, career development opportunities, and trust in relationships with managers. In this context, the introduction of mandatory salary range disclosure represents a significant shift, likely to influence candidate expectations. On the other hand, it will also help improve alignment and reduce the risk of disappointment. As Michael Page experts point out, companies that strike the right balance between business strategy and the human aspect of work will have the advantage. In light of the demographic decline - according to Eurostat data, around 136,000 people are leaving the labour market - this balance will be crucial in the competition for top talent.

REAL ESTATE

Commentary by Piotr Sulerzycki, Director at Michael Page

The real estate labour market remains a candidate's market. Employers continue to struggle to find experienced professionals, especially in technical and managerial areas.

Among the most sought-after competencies, soft skills are playing an increasingly important role, such as independence, creativity, problem-solving ability, and relationship-building. Digital competencies are also gaining importance, particularly in marketing and sales, where new technological tools are becoming increasingly widespread. In property design and management, the first applications of artificial intelligence are emerging, although the industry is only just beginning its technological transformation.

The sector still offers opportunities for professional growth - both for experienced specialists and those looking to start a career in real estate. It is an ideal time to develop technological skills and capitalize on the ongoing industry transformation. It is also worth noting that regional salary differences are becoming smaller. Large nationwide companies tend to maintain similar pay levels, while smaller local firms usually offer slightly lower rates.

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As one of the largest and most experienced research teams operating across Polish commercial real estate markets, Knight Frank Poland provides strategic advice, forecasting and consultancy services to a wide range of commercial clients including developers, investment funds, financial and corporate institutions as well as private individuals. We offer:

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- tailored presentations and market reports for clients.

Reports are produced on a quarterly basis and cover all sectors of commercial market (office, retail, industrial, hotel) in major Polish cities and regions (Warsaw, Kraków, Łódź, Poznań, Silesia, Tricity, Wrocław, Lublin, Szczecin) and PRS sector in Poland. Long-term presence in major local markets has allowed our research team to build in-depth expertise of socio-economic factors affecting real estate market in Poland.

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The Wroclaw 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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