

# Strong cities



City attractiveness, office market, HR trends

H1 2025

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

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## Łódź

Prepared  
in cooperation with



Michael Page

# Łódź



City area  
**293.25** sq km



Population  
**645,693**  
(state of 31.12.2024,  
GUS)



Unemployment rate  
**4.8%**  
(state of 05.2025,  
GUS)



GDP growth  
**4.7%**



PKB per capita  
**PLN 70,846**



Average salary (gross)  
**PLN 8,125.77**  
(05.2025, GUS)

## Investment attractiveness

Rankings

**1<sup>ST</sup>**  
**PLACE**

for the Mayor of Łódź, Hanna Zdanowska, in the “Perły Samorządu 2025” ranking by Gazeta Prawna, in the category **“Best Mayor”** f a Municipality with over 100,000 inhabitants

**1<sup>ST</sup>**  
**PLACE**

in the **City Ranking of the Polish Association of Developers**

**1<sup>ST</sup>**  
**PLACE**

in the **City of The Year category**,  
12<sup>th</sup> Europa Property Investment & Manufacturing Awards

**1<sup>ST</sup>**  
**PLACE**

in the **City of The Year category**,  
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distinction in the **“Innovative local government”**  
competition of the PAP Local Government Service for the  
innovative issue of “Green Bonds” for Łódź in the category of  
large cities



Prime Property Prize 2024 for Łódź: **Łódź is an investor-friendly city**

## Investment incentives

Know-how in key areas: regularly prepared reports in the field of HR and real estate and annual economic guide.

Other support in recruitment activities: internship programme organised by the Łódź City Council in cooperation with investors, activities in the field of employer branding.

Assigned employee of Łódź City Council (e.g. offering support for investments in the location selection process, in ongoing administrative processes in the office about related entities).

Personalized offer of investment areas (urban and private).

Marketing support: preparing press conferences, publications in social media (FB, LinkedIn, [www.investinlodz.pl](http://www.investinlodz.pl)).

Support within the Łódź Special Economic Zone.



# Quality of life

Rankings

2<sup>ND</sup>  
PLACE

in the fDi Intelligence magazine's "European Cities and Regions of the Future" 2024 ranking, in the **"Business Friendliness"** category

4<sup>TH</sup>  
PLACE

in the Pearls of Local Government 2022 national ranking of Dziennik Gazeta Prawna, and recipient of the title of **Good Practice Leader in the Digitalisation category**

distinction in the **"Innovative Local Government"** competition of the Polish Press Agency (PAP) for the innovative issue of 'Green Bonds' for Łódź in the large cities category

3<sup>RD</sup>  
PLACE

in the **Europolis Green Cities** ranking

7<sup>TH</sup>  
PLACE

in the fDi Intelligence magazine's "European Cities and Regions of the Future" 2024 ranking, in the **"Human Capital and Lifestyle"** category

8<sup>TH</sup>  
PLACE

in the fDi Intelligence magazine's "European Cities and Regions of the Future" 2024 ranking, in the **"FDI Strategy"** category (medium-sized cities)

## Quality of life in numbers

- A series of eco workshops.
- Karta Łodzianina.
- Improving electromobility and ecological means of public transport.
- Civic budget.
- Municipal programs against addiction.
- Organization of recreational and sports events.
- Organization of cultural events.
- Downtown revitalization.
- Elimination of illegal landfills.
- City bike system, public electric scooters, expansion of the network of bicycle paths and electric charging stations.
- Expansion of the city transport system: construction of the Łódź metro (cross-city tunnel).
- Increasing the level of security in the city.
- Conducting more intensive CSR activities - „business for the environment”, as part of the implementation of the Ecopact.



Bike paths  
**230.3 km**



Green areas  
**51.51 sq km**

## Facts & Figures



Number of students  
**>70,000**



Number of graduates  
**14,479**



Number of universities  
**18**



Airport - distance to the City centre  
**6 km**



Airport - number of passengers  
**86,720** (I kw. 2025)



BSS sector - number of centres  
**107**



BSS sector - number of employed  
**35,000**

RATING  
AGENCY

**S&P**

RATING

**BBB+ (stable forecast 2022)**

# Łódź

H1 2025



Existing stock  
**↑ 643,000 sq m**



Supply under construction  
**● 9,000 sq m**



Vacancy rate  
**↓ 21.6%**



New supply  
**● 0 sq m**



Take-up  
**↑ 10,000 sq m**

## Standard lease terms in new buildings



Service charge  
 PLN/sq m/month  
**16.00-29.00**



Rent-free period  
**1-1.5 months**  
 for each contract year



Fit-out budget  
 EUR/sq m  
**350.00-500.00**

► Łódź is the seventh largest office market in Poland, with total stock reaching 643,000 sq m. Demand for office space remains limited, amounting to just 10,000 sq m as of the end of June 2025.

Consistent with the trend in most other cities,, no new office buildings were delivered in the first half of the year, which contributed to a decline in the vacancy rate to 21.6%. Nevertheless, the vacancy rate in Łódź remains one of the highest among Poland's major office markets.

### SUPPLY

At the end of June 2025, the total office stock in Łódź amounted to 643,000 sq m, representing approximately 5% of the national resources. The vast majority of office buildings are concentrated in the city center and the Widzew district.

Development activity in Łódź remains limited, with no new modern office buildings delivered to the market in the first half of 2025. Currently, only one project is under construction: Fuzja I01, offering 9,000 sq m of space, developed by Echo Investment as part of the Fuzja complex. If the developer adheres to the planned schedule, the building is expected to be completed by the end of 2025.

### TAKE-UP

Since the beginning of the year, demand for office space in Łódź reached 10,000 sq m, marking one of the weakest results in the market's history. This volume accounted for only 3% of the total office space leased across Poland's regional cities.

New lease agreements accounted for the largest share of leasing activity, representing 50% of the total volume, while renegotiations made up 37%. The level of expansions increased significantly, accounting for 13% of the total volume, the highest share among all office markets in Poland.

### VACANCY RATE

The vacancy rate in Łódź decreased by 0.7 pp compared to the previous quarter, reaching 21.6% in Q2 2025. Nevertheless, it remains significantly above both the national average of 14.2% and the regional cities average of 17.5%. However, the limited new supply may have a positive impact on vacancy levels in Łódź going forward.

### RENTS

Asking rents in Łódź remained stable at the end of June 2025 compared to the previous quarter, ranging from EUR 9.00 to 15.00/sq m/month. Likewise, service charges remained stable, generally ranging from PLN 16.00 to 29.00/sq m/month.

# Office market in Poland

H1 2025



## SZCZECIN

187,000 sq m  
7.3%  
EUR 10-14.5

## POZNAŃ

678,000 sq m  
14.8%  
EUR 11.5-16

## WROCŁAW

1.36m sq m  
20.5%  
EUR 11-16

## KATOWICE

761,000 sq m  
22.7%  
EUR 10-14.5

## TRICITY

1.07m sq m  
12.7%  
EUR 11-16

## WARSAW

6.33m sq m  
10.8%  
EUR 10-28

## ŁÓDŹ

643,000 sq m  
21.6%  
EUR 9-15

## LUBLIN

221,000 sq m  
10.4%  
EUR 9-13

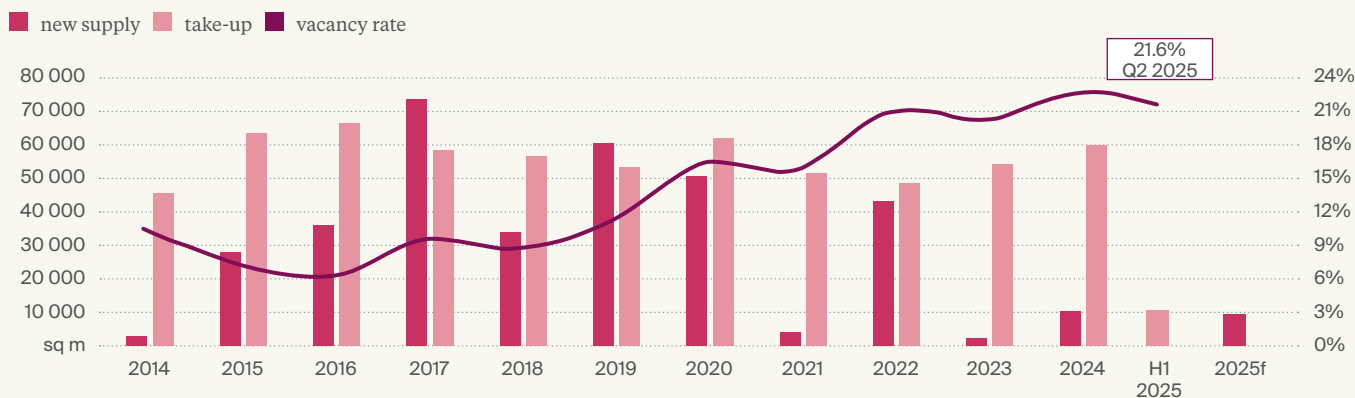
## KRAKOW

1.83m sq m  
17.3%  
EUR 10-18

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

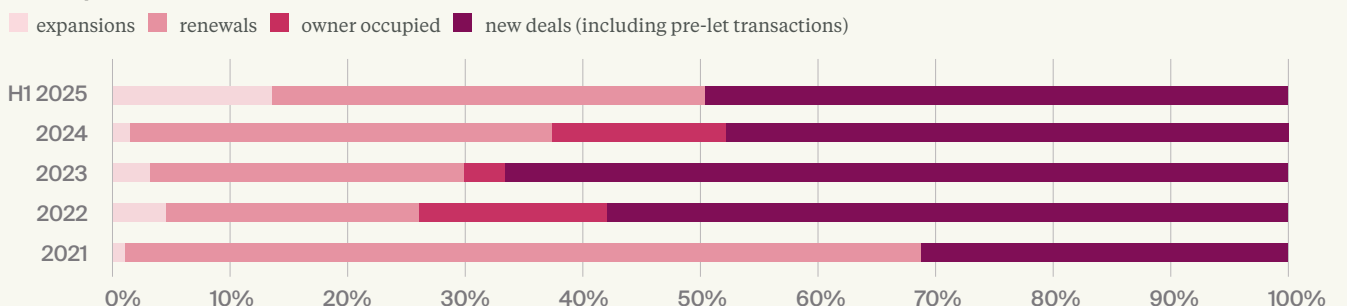
Source: Knight Frank

## Annual new supply, take-up and vacancy rate in Łódź



Source: Knight Frank

## Take-up structure in Łódź



Source: Knight Frank



# Pay Transparency: Realities and Challenges of the Labor Market

► Pay transparency was intended to be a breakthrough in the labor market – a tool for building trust, promoting equality, and enhancing modern employer branding. According to the EU directive, starting in December 2025, Polish companies will be required to disclose salaries or salary ranges in job advertisements, report on the gender pay gap, and ensure employees have the right to access information about salaries for comparable positions.

## CLASH BETWEEN IDEA AND PRACTICE

The way the directive is set to be implemented in Poland does not fully reflect all of its provisions, leaving interpretative gaps and ambiguities regarding the scope of employers' obligations and methods of enforcement. Publishing salary ranges is only the beginning – what truly matters will be job evaluation, a

**"Nearly 4 in 10 women believe that pay disparities still exist within their companies for similar positions."**

coherent pay policy, and the readiness to answer tough questions from employees.

In practice, some companies – as seen with previous directives – are not planning to actively implement the new requirements. Instead of investing in reporting systems and transparent pay structures, they prefer to risk potential fines, assuming that the likelihood of inspections and sanctions is relatively low and that the cost of compliance outweighs possible penalties.

## EXPECTATIONS VS. CHALLENGES

According to the Michael Page Talent

Trends 2025 report, candidates prioritize clear compensation policies, flexibility, and alignment with organizational values. For younger generations, pay transparency is becoming the norm, and companies that embrace it gain a competitive advantage in attracting top talent. At the same time, nearly 4 in 10 women believe that pay disparities persist in their companies for similar roles, and nearly one in three is dissatisfied with their employer's efforts in this area<sup>1</sup>. Poor implementation of the regulations may lead to disappointment among both job candidates and current employees and further frustration over the lack of genuine equality and transparency.

Amid these challenges, it's worth

**"53% of active real estate agents are women."**

highlighting industries where women have played a significant role for years. A good example is the real estate sector, which in Poland stands out with a high percentage of female agents. According to data from Otodom, 53% of active real estate agents are women<sup>2</sup>. Their dominance in the profession has persisted for over 20 years, thanks in part to valued soft skills and alignment with client expectations. Recent analyses show that the real

<sup>1</sup> Talent Trends 2025, Michael Page, 26.06.2024, <https://www.michaelpage.pl/talent-trends>, dostęp 14 lipca 2025.






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**"Starting in December 2025, an EU directive will require companies to disclose salary levels or pay ranges in job advertisements."**

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estate sector also demonstrates a higher level of pay equity than many other industries. Gender pay gaps are minimal here, mainly due to transparent compensation practices and a commission-based pay structure.

Growing awareness in the industry along with mentoring, training, and networking initiatives—is providing women with increasing support for career development, resulting in more frequent promotions. While commercial real estate remains male-dominated, the share of women in leadership and management positions is steadily rising.

At the same time, broader labor market disparities remain significant. In 2023, the employment rate for women was nearly 15 percentage points lower than for men. The gender pay gap and unequal access to promotions are also major challenges-issues that pay transparency was meant to address. However, incomplete implementation

of the regulations may limit their impact.

### **DEMOGRAPHIC DECLINE – INCREASINGLY DIFFICULT TO ATTRACT EMPLOYEES**

The Polish labor market is currently facing an unprecedented demographic challenge. According to forecasts, by 2035 the number of workers in Poland will decrease by as much as 2.1 million over 12% compared to the current workforce<sup>3</sup>. In this context, not only attracting new talent but also better activating women in the labor market becomes essential. Labor shortages are already evident in key specializations, and low birth rates combined with an aging population will only deepen the problem. This points to growing competition for talent, as well as the

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**"According to forecasts, by 2035, the number of workers in Poland is expected to decrease by more than 12% compared to the current working population."**

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need to invest in employer branding and modern recruitment strategies. The Pay Transparency Directive has

the potential to revolutionize the Polish labor market. However, realizing this potential depends on effective and consistent implementation-something still hindered by imperfect legislation and reluctance among some companies to embrace real change. These challenges also apply to the real estate sector, which despite a high proportion of women-must, like other industries, face demographic pressures and growing demands to build a genuine culture of trust and equality.

The future belongs to organizations that treat transparency not as an obligation, but as an opportunity for growth and competitive advantage.

<sup>2</sup> Data Otodom, Otodom, 05.02.2021, <https://www.otodom.pl/wiadomosci/profesjonalisci/posrednicy/kim-sa-polscy-posrednicy-nieruchomosci-poznaj-dane>, access 14 lipca 2025.

<sup>3</sup> The consequences of demographic changes for labour supply in Poland, Polish Economic Institute, 14.10.2024, <https://pie.net.pl/przy-obecnym-trendach-demograficznych-do-2035-r-zatrudnienie-w-polsce-moze-spasc-o-ponad-12-proc/>, access 14 lipca 2025.

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