

The Strength of 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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Poznań

Prepared
in cooperation with

POZnań*

Michael Page

Poznań



City area
261.9 sq km



Population
716,800
(01.2025, Mobile data)

534,913 (06.2025, GUS)



Number of companies
138,000
(02.2026, GUS)



Unemployment rate
1.5%
(02.2026, GUS)



GDP growth
12%



GDP per capita
PLN 175,700
(GUS)



Average salary (gross)
PLN 10,346.99
(in the business sector,
02.2026, GUS)

Investment attractiveness

Rankings

1ST
PLACE

in the category "**City of the Year**" - CEE Investment Awards 2025.

1ST
PLACE

in the "**Investor-Friendly City**" - Prime Property Prize 2025.

1ST
PLACE

in the ABSL ranking - **attractive location in the city centre.**

1ST
PLACE

in the ABSL ranking - **cooperation with a local investor service office.**

1ST
PLACE

in the **Business Friendly City** category - European Cities and Regions of the Future 2025, fDi Intelligence.

Investment incentives

Project Manager – a person dedicated to the project, responsible for the preparation and launch of the investment, cooperation with the investor after the start of the project.

Employer branding – organization of press conferences, distribution of materials to local media, through social media and on the website www.poznan.pl.

Promotion of the City's real estate at national and international real estate events – MIPIM, Poznań Housing Fair.

Supporting real estate investors in talks with offices, departments of the Office, city companies involved in the processes of preparing and implementing investments.

Regularly updated database of the City's investment areas at www.poznan.pl.

Publication and updating of the City's investment offers in the database of the Polish Investment

Cooperation with Special Economic Zones in the context of obtaining government grants.

Preparation of sector analyses for the needs of investors.

Preparation and promotion of urban real estate offer, including 16 areas, as follows:

- 9 residential and/or services development areas,
- 1 offer comprising fields for production facilities, warehouses, and storage facilities, with permitted development for services, as well as for services development, and non-public car parks
- 2 areas for services development or commercial facilities with a sales area of over 2,000 sq m or for production facilities, warehouses, and depots,
- 1 plot for services development, production facilities, warehouses and storages
- 3 areas for services development.



Quality of life

Rankings

1ST
PLACE

Economics category (among Polish cities) - Oxford Economics Global Cities Index

3RD
PLACE

in the ABSL ranking - perception of the **general quality of life**

1ST
PLACE

Smart City Award - cities with over 300,000 inhabitants

The only city in Poland listed in the "Forbes" ranking of the **20 best cities for Americans to live, invest and work in Europe**

2ND
PLACE

in the ABSL ranking - **quality of public transport**

Michelin Guide - Poznań restaurant awarded a Michelin star, 15 restaurants with distinction.

3RD
PLACE

in the ranking of **best cities to live in Poland** - Business Insider Polska

Quality of life in numbers

Improving the quality of life of residents through:

- Creating attractive jobs. Companies in the modern services sector such as ROCKWOOL Global Services Center, SOFTSWISS, Miele – among others - are expanding and increasing employment opportunities in the process.
- Pozitive Technologies conference - attracting top employers, creating a strong and active IT community.
- Smart City - implementation of new technologies, along with the development of creative entrepreneurship and the startup sector, with an emphasis on education at every level and active support for universities.
- The Smart City Poznań application won the Wings of IT in Administration award, in the Tools for communication with citizens category.
- Ecology - increasing green areas, creating an improved energy mix using renewable energy sources, modernising the public transport fleet (electric vehicles, hybrid vehicles). A number of programmes are being carried out: "Let's end smog in Poznań", "Keep warm", asbestos removal programme.
- Mobility - green transport solutions - car-sharing, scooter-sharing.
- Centre project - among other things, revitalisation of the city centre, reduction of car traffic in the city centre.
- Rich cultural life - numerous festivals, e.g. the world-famous Malta Festival Poznań, some 40 art galleries, 30 museums, 13 cinemas, the philharmonic.
- Culinary capital of Poland - around 500 restaurants and bars, offering food from all corners of the world.
- OK Poznań - a benefits program for residents.
- A rich array of leisure and recreation opportunities - aqua park, ice rinks, artificial ski slope, climbing walls, bowling alleys, lakes, swimming pools, city beaches with numerous attractions for inhabitants and tourists along the Warta River, 10 sports stadiums, over 500 playgrounds, zoo, palm house - the largest in Poland and one of the largest in Europe.
- Poznan International Fair - the leading trade fair organiser in Poland and Central and Eastern Europe.



Bike paths
351 km



Green areas
128.3 sq km

Facts & Figures



Number of students
100,500



Number of graduates
24,000



Number of universities
24



Airport - distance to the city centre
7 km



Airport - number of passengers
4,144,829 (2025)



BSS sector - number of centres
168



BSS sector - number of employed
31,500

RATING AGENCY

Fitch Ratings

RATING

A-

Poznań

I KW. 2026



Existing stock
673,000 sq m



Supply under construction
78,000 sq m



Vacancy rate
13.8%



New supply
0 sq m



Take-up
5,700 sq m

Coworking operators in Poznań

Business Link | Regus

Standard lease terms in new buildings



Service charge
PLN/sq m/month
17.00-29.00



Rent-free period
1-1.5 month
for each contract year



Fit-out budget
EUR/sq m
250.00-500.00

► Total office stock in Poznań reached 673,000 sqm at the end of Q1 2026, ranking the city sixth among Poland's office markets and accounting for approximately 5% of the country's total supply.

In Q1 2026, leasing activity weakened significantly compared to the previous year; however, the strong contribution of expansions supported stable vacancy levels and headline rents.

SUPPLY

No new office schemes were delivered in Poznań in Q1 2026. Currently, approximately 78,000 sqm is under construction, of which around 12,000 sqm is scheduled for completion by the end of 2026.

TAKE-UP

Leasing activity in Poznań declined markedly in Q1 2026 following a strong performance in the previous year. Total take-up amounted to just 5,700 sqm, representing a decrease of 72% quarter-on-quarter and 60% year-on-year.

New leases accounted for the majority of leasing volume (74%), while the share of expansions increased significantly to 21%, providing a positive signal for market performance in the coming quarters. Renegotiations represented 3.7% of total take-up, with the remainder attributed to owner-occupier transactions.

The manufacturing sector dominated the leasing structure, accounting for 24% of total take-up, followed by the banking and financial sector at 12%. The public sector has also been gaining significant traction in the city's modern office market, representing 12% of total leasing volume in Q1 2026.

VACANCY RATE

Despite the decline in demand, the vacancy rate remained stable, supported in part by a high share of new leases and increased expansion activity. At the end of Q1 2026, vacancy stood at 13.8%, slightly down from 13.9% recorded at the end of 2025.

Poznań remains one of the tightest regional office markets, with vacancy levels lower only in Tricity, Lublin and Szczecin.

RENTS

As of the end of Q1 2026, headline rents in Poznań remained stable, typically ranging between EUR 11.50 and EUR 16.00 per sqm per month. Rental levels in the most prestigious buildings exceeded this range.

Service charges also remained stable, generally ranging from PLN 17.00 to PLN 29.00 per sqm per month, depending on building standard and the scope of services provided.

Office market in Poland

Q1 2026



SZCZECIN

192,000 sq m
 7.9%
 EUR 10-14.5

POZNAŃ

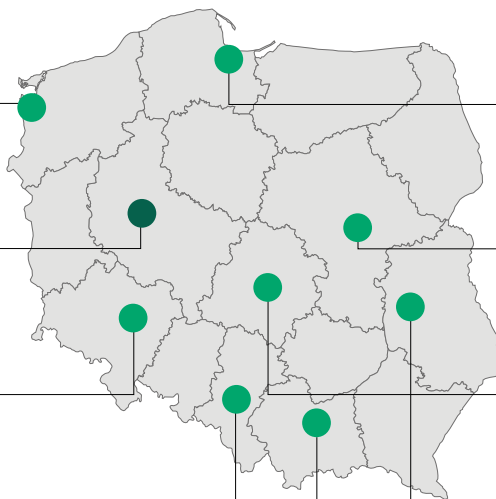
673,000 sq m
 13.8%
 EUR 11.5-16

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

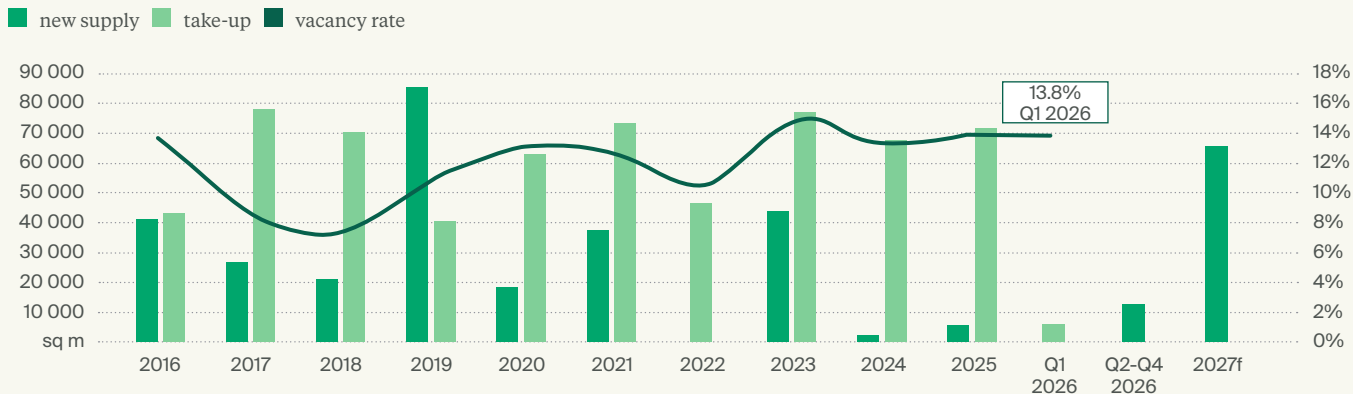
KRAKOW

1.85m sq m
 18.4%
 EUR 10-18

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

Source: Knight Frank

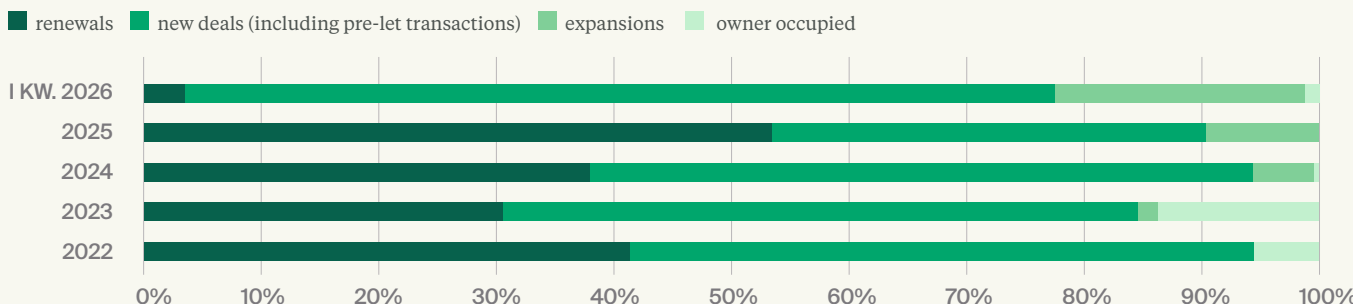
Annual new supply, take-up and vacancy rate in Poznań



f-forecast based on schemes under construction

Source: Knight Frank

Take-up structure in Poznań



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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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.

Report
library:



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Poznań is one of the most attractive cities for investors in the Central and Eastern European region, repeatedly awarded in prestigious business rankings. The city is developing in a sustainable manner, in line with the smart city idea. In Poznań we create good conditions for investment, but also for living for all residents. We focus on openness and diversity, we care for green areas, a rich cultural and modern public transport. Investors, among others, from the modern services sector and the IT industry choose Poznań due to the availability of qualified workforce - global giants, including: Franklin Templeton, GSK, Miele, Capgemini or Bridgestone SSC are completing in Poznań the most advanced processes.

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