

# Strong cities



City attractiveness, office market, HR trends

Q4 2024

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  
**538,400**  
(04.2023, GUS)



Population forecast  
**503,800** (2030)



Number of companies  
**134,000**  
(11.2023, GUS)



Unemployment rate  
**1.0%**  
(11.2024, GUS)



GDP growth  
**11%**



GDP per capita  
**PLN 139,000**  
(2021, GUS)



Average salary (gross)  
**PLN 9,330.73**  
(in the business sector,  
11.2024, GUS)



## Investment attractiveness

Rankings

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

in the **Most dynamically developing city in Poland**  
category – CEE Business Services Summit&Awards 2024

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

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

**2<sup>ND</sup>**  
**PLACE**

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

**2<sup>ND</sup>**  
**PLACE**

in the **Business Friendly City category** – European Cities and Regions of the Future fDi Report

**2<sup>ND</sup>**  
**PLACE**

in the **Human Capital and Lifestyle** category – European Cities and Regions of the Future fDi Report

## 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](http://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](http://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:

- 9 residential and commercial properties,
- 1 area composed of fields defined as areas of production facilities, warehouses and storages, with permissible service development, as well as non-public car parks,
- 2 areas for service development or placement of retail facilities with a sales area of more than 2000 m<sup>2</sup> or production facilities, warehouses and depots,
- 1 property for service activities,
- 1 project for cubic car parks (3 separate locations),
- 1 property for the function of green and water areas and sports and recreation in the green wedge.

# Quality of life

Rankings

<b>1<sup>ST</sup> PLACE</b>	<b>Economics category</b> (among Polish cities) - Oxford Economics Global Cities Index	<b>2<sup>ND</sup> PLACE</b>	in the ABSL ranking - perception of the <b>general quality of life</b>
<b>1<sup>ST</sup> PLACE</b>	<b>Smart City Award</b> - cities with over 300,000 inhabitants		The only city in Poland listed in the "Forbes" ranking of the <b>20 best cities for Americans to live, invest and work in Europe</b>
<b>1<sup>ST</sup> PLACE</b>	in the ranking of <b>best cities to live in Poland</b> – Business Insider Polska		<b>Michelin Guide</b> - Poznań restaurant awarded a Michelin star, 11 restaurants with distinction.
<b>2<sup>ND</sup> PLACE</b>	in the ABSL ranking - <b>quality of public transport</b>		

## 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.
- Poznań Equality Week – promoting diversity, tolerance and respect.
- 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**  
**345.3 km**



**Green areas**  
**128.3 sq km**

## Facts & Figures

	<b>Number of students</b> <b>102,200</b>
	<b>Number of graduates</b> <b>24,500</b>
	<b>Number of universities</b> <b>24</b>
	<b>Airport - distance to the city centre</b> <b>7 km</b>
	<b>Airport - number of passengers</b> <b>3,407,127 (2024)</b>
	<b>BSS sector - number of centres</b> <b>156</b>
	<b>BSS sector - number of employed</b> <b>30,500</b>

RATING  
AGENCY






**Fitch Ratings**

RATING

**A-**

# Poznań




Q4 2024

- ▶  **Existing stock**  
**676,000 sq m**
- ▶  **Supply under construction**  
**55,000 sq m**
- ▶  **Vacancy rate**  
**13.4%**
- ▶  **New supply**  
**3 000 sq m**
- ▶  **Take-up**  
**67,000 sq m**

## Coworking operators in Poznań

Business Link | Regus

## Standard lease terms in new buildings

- ▶  **Service charge**  
PLN/sq m/month  
**16.00-28.00**
- ▶  **Rent-free period**  
**1-1.5 month**  
for each contract year
- ▶  **Fit-out budget**  
EUR/sq m  
**250.00-500.00**

▶ At the end of 2024, Poznań's office stock totalled 676,000 sq m, making it the sixth-largest office market in Poland, accounting for over 5% of the total space. Demand for office space remained stable, reaching nearly 67,000 sq m in 2024. Notably, new contracts accounted for over 56% of the transaction volume, highlighting an increase in market activity. However, only 3,000 sq m of new office space was delivered throughout the year, resulting in a decline in the vacancy rate to 13.4%. Asking rents saw a slight uptick, averaging 16 EUR/sq m/month.

### SUPPLY

Developer activity in Poznań has significantly waned, with the delivery of modern office space limited to a single building in 2024. Nonetheless, approximately 55,000 sq m of office space is currently under construction, the highest amount among all regional cities. The largest ongoing project is AND2, developed by the Von der Heyden Group, which will cover an area of 40,000 sq m and is scheduled for completion in early 2026, positioning it as the largest office building in the city.

### TAKE-UP

Demand for office space in Poznań remained stable in 2024, reaching nearly 67,000 sq m, a 2% increase compared to the five-year average. The Poznań market thus accounted for over 9% of the total volume of signed lease agreements among regional cities.

The majority of these agreements consisted of new leases, a trend that has been steadily increasing since 2022. In comparison to 54% in 2023, new agreements represented over 56% of the total transaction volume in 2024. This distinguishes Poznań from other markets, where renegotiations typically dominate. A positive trend is reflected in the growing number of lease expansions, which accounted for 6% of the leased volume—up significantly from 1.5% in 2023. Renegotiations remained substantial, comprising 38% of the yearly volume.

### VACANCY RATE

The limited new supply in 2024 contributed to a decrease in the vacancy rate, which stood at 13.4% in Q4, representing a 1.1 pp drop compared to the same period the previous year and remaining notably below the regional cities average of 17.8%

### RENTS

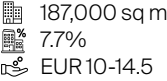
At the close of Q4 2024, asking rents in Poznań saw a slight increase, ranging from EUR 11.00 to 16.00/sq m/month, with rents in new buildings located in prime areas potentially exceeding this range. Service charges remained stable compared to the previous quarter, ranging from PLN 16.00 to 28.00/sq m/month.

# Office market in Poland

Q4 2024



### SZCZECIN



### POZNAŃ



### WROCLAW



### KATOWICE



### TRICITY



### WARSAW



### LÓDŹ



### LUBLIN



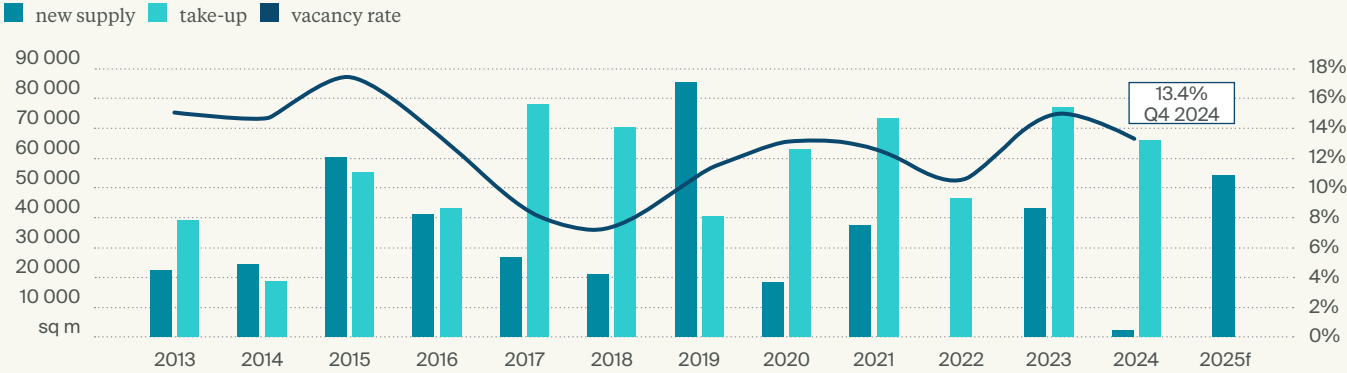
### KRAKOW



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

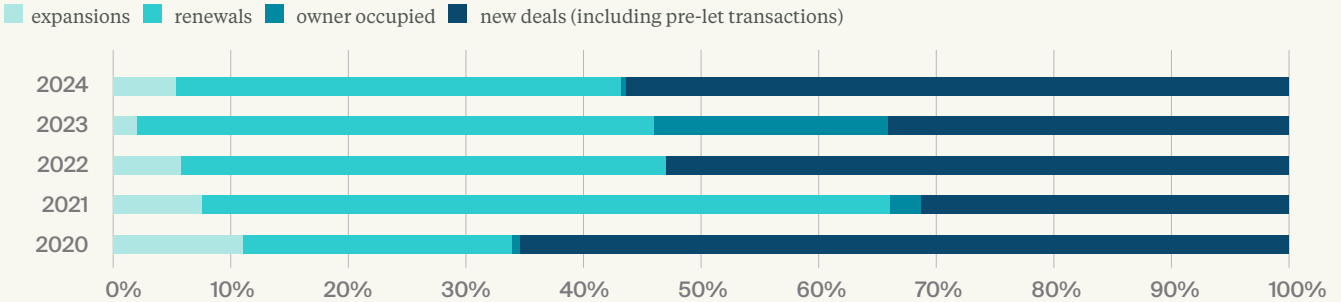
Source: Knight Frank

## 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



# Salary and Trend Overview in Production, Warehouse Logistics, and Manufacturing in Poland

The year 2025, as a continuation of 2024, brings numerous challenges for the sector of production logistics, warehouse logistics, and manufacturing in Poland. Naturally, the context of these challenges is broader and involves changes across Europe and globally. The market is facing several significant difficulties related to growing challenges in operational efficiency, the need to attract qualified employees, and changing salary expectations, which are evident throughout Europe, with this increase being particularly noticeable in Poland.

Although the production and logistics industry plays a key role in the economy, its dynamics are constantly evolving, requiring companies to demonstrate flexibility and adapt to new economic realities and labor market challenges.

## Salaries in Logistics and Manufacturing

According to industry reports, including one published by Michael Page, average salaries in production and logistics are expected to continue growing in 2025, although at a slower pace than the previous year. The level of remuneration largely depends on the specific position, location, and company size, but a general trend of rising salary expectations is observed across the market. In addition to macroeconomic factors and inflation, the increase in the minimum wage also plays a role, impacting not only the salaries of production workers and warehouse staff but also those in specialized, expert, and managerial roles.

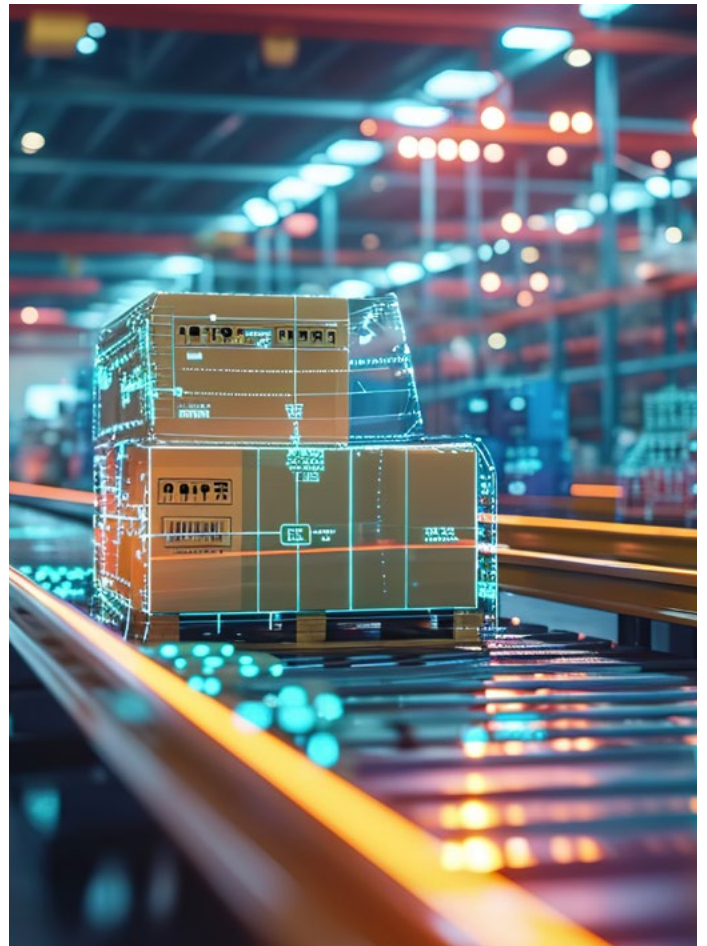
For another consecutive year, the gap in salaries between qualified experts and managers is expected to diminish, with the wage distance between these two groups narrowing.

The increase in wages in recent years, despite intense competition in the labor market, is a result of the growing automation and digitalization of production and logistics processes. Operational efficiency is becoming increasingly important, and achieving this without appropriate human and technological resources is difficult.

## Recruitment in Logistics and Manufacturing: Challenges and Needs

With each passing year, as automation of processes advances, the demand for workers in logistics and manufacturing also increases, particularly in warehouse management, transport, and maintenance areas. It is estimated that, in 2025, the number of job vacancies in this sector in Poland could exceed 100,000. The logistics sector, especially with the intensive growth of e-commerce, requires adequately skilled employees who can meet the growing demands related to the speed and precision of deliveries.

According to a 2024 report from the Polish Institute of Logistics and Warehousing (PILM), 60% of companies in the warehouse and logistics industry report difficulties in recruitment, especially for manual laborers and middle management positions. Employers must rely on innovative methods of talent acquisition, such as collaborating with technical universities, organizing internships,





and creating career development programs. Companies often also turn to specialized headhunting firms to acquire the best talent, as they face challenges reaching them independently.

## Automation and the Future of Employment

Trends indicate continued development in the automation of logistics, warehouse, and production processes, which may reduce the demand for manual labor in the short term. On the other hand, there is an increasing demand for specialists in the operation of advanced technologies such as robotics, automation, artificial intelligence, and the Internet of Things (IoT). These changes prompt companies to invest in the development of their employees' skills, offering courses and training related to modern warehouse systems or advanced production lines, and encouraging the search for new talent to strengthen existing teams.

Experts predict that in the coming years, the most sought-after specialists will include supply chain managers, logistics data analysts, and automation engineers. In the production sector, increasing importance will be placed on individuals involved in designing and implementing new technological solutions that enable more efficient process management. The manufacturing sector will also face the impact of artificial intelligence development and advancing automation, aiming to meet numerous standards, stabilize product prices, and improve cost efficiency.

## Best Practices in Personnel Management in Logistics and Manufacturing

Companies in the logistics and manufacturing sectors that successfully attract and retain employees implement a range of best practices. Transparency in the recruitment process, aligning job offers with the actual needs of employees, and creating opportunities for career development are crucial factors before entering into collaboration with a potential candidate. Employers are increasingly adopting work flexibility, using hybrid work models for positions where this is technologically or process-wise feasible. Moreover, companies are investing in motivational and loyalty programs that support long-term retention of talent. These include, among other things, bonus programs and the development of career paths.

The logistics and manufacturing industries in Poland face many challenges, but their growth is essential to maintaining the competitiveness of the economy. Rising salaries, changing employee expectations, and the increasing role of technology are key elements shaping the future of the sector. Companies that successfully adapt to these changes will gain a competitive advantage in the market and can expect continued growth and enhanced operational efficiency.

## Contacts

in Poland

+48 22 596 50 50  
[www.KnightFrank.com.pl](http://www.KnightFrank.com.pl)

**RESEARCH**  
Dorota Lachowska  
[dorota.lachowska@pl.knightfrank.com](mailto:dorota.lachowska@pl.knightfrank.com)

**COMMERCIAL AGENCY - POZNAŃ**  
T-REP Piotr Kalisz  
[piotr.kalisz@pl.knightfrank.com](mailto:piotr.kalisz@pl.knightfrank.com)

**CAPITAL MARKETS**  
Krzysztof Cipiur  
[krzysztof.cipiur@pl.knightfrank.com](mailto:krzysztof.cipiur@pl.knightfrank.com)

**VALUATION & ADVISORY**  
Małgorzata Krzystek  
[malgorzata.krzystek@pl.knightfrank.com](mailto:malgorzata.krzystek@pl.knightfrank.com)

**STRATEGIC CONSULTING EMEA**  
Marta Sobieszczak  
[marta.sobieszczak@pl.knightfrank.com](mailto:marta.sobieszczak@pl.knightfrank.com)

**INDUSTRIAL AGENCY**  
Przemysław Jankowski  
[przemyslaw.jankowski@pl.knightfrank.com](mailto:przemyslaw.jankowski@pl.knightfrank.com)

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### PARTNER OF THE PUBLICATION:

**POZnań\***

**CITY OF POZNAŃ  
INVESTOR RELATIONS DEPARTMENT**  
ul. Za Bramką 1  
61-842 Poznań  
(+48) 61 878 5428  
[inwestor@um.poznan.pl](mailto:inwestor@um.poznan.pl)

 Invest in Poznań  
[www.poznan.pl](http://www.poznan.pl)

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.

**Michael Page**

### CONTACT:

**Krzysztof Tuszyński**  
Head of Engineering Practice Poland

+48 798 506 871  
[krzysztoftuszynski@michaelpage.pl](mailto:krzysztoftuszynski@michaelpage.pl)

[www.michaelpage.pl](http://www.michaelpage.pl)