Strong cities

City attractiveness, office market, HR trends

Q4 2025

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

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Poznań

Prepared in cooperation with

Poznań

City area
261.9 sq km

Population
716,800
(01.2025, Mobile data)
536,151 (12.2024, GUS)

Number of companies
135,737
(05.2025, GUS)

Unemployment rate
1.4%
(08.2025, GUS)

GDP growth
11%

GDP per capita
PLN **155,265**
(GUS)

Average salary (gross)
PLN **10,100.82**
(in the business sector, 05.2025, 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.**

2ND 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

1ST PLACE — **Smart City Award** - cities with over 300,000 inhabitants

2ND PLACE — in the ABSL ranking **- quality of public transport**

3RD PLACE — in the ranking of **best cities to live in Poland** – Business Insider Polska

3RD PLACE — in the ABSL ranking - perception of the **general quality of life**

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

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

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
100,000

Number of graduates
24,500

Number of universities
24

Airport - distance to the city centre
7 km

Airport - number of passengers
3,407,127 (2024)

BSS sector - number of centres
168

BSS sector - number of employed
30,500

RATING AGENCY | **Fitch Ratings** | RATING | A-

Poznań

Q1-Q4 2025

Existing stock
678,000 sq m

Supply
under construction
78,000 sq m

Vacancy rate
13.9%

New supply
5,000 sq m

Take-up
72,000 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 amounted to 678,000 sq m at the end of 2025, ranking the city sixth among Polish office markets by size. Office demand recorded a slight increase, reaching over 72,000 sq m in 2025, with a notable rise in renegotiations, which accounted for more than 53% of the total transaction volume.

SUPPLY

With 678,000 sq m of modern office space, Poznań represents over 5% of Poland's total office stock. Developer activity remains constrained, since the beginning of the year, nearly 5,000 sq m of modern office space has been delivered following the completion of two projects.

At the same time, almost 78,000 sq m is currently under construction, the highest volume among Poland's regional cities. The largest ongoing project is AND2, a 40,000 sq m office development by Von der Heyden Group. Scheduled for completion in mid-2027, it is set to become the largest office building in the city upon delivery.

TAKE-UP

Demand for office space in Poznań strengthened in 2025, reaching nearly 72,000 sq m and rising by 8% year on year. As a result, the city accounted for 9% of total leasing activity across Poland's regional markets, with demand accelerating toward year-end as over 20,000 sq m of office space was leased in Q4 alone.

The structure of demand points to a more cautious and cost-conscious tenant approach. Renegotiations became the dominant transaction type, accounting for 53% of total volume and surpassing new leases for the first time in four years. This shift reflects tenants' growing focus on cost optimization, driven by the high expenses associated with relocation and fit-out. New leases represented 37% of total take-up, while expansions accounted for the remaining 10%, reflecting gradually improving tenant confidence.

VACANCY RATE

Poznań continues to record one of the lowest vacancy rates among Poland's regional office markets, standing at 13.9% at the end of Q4 2025. This represents a slight increase of 0.3 pp quarter on quarter and 0.5 pp year on year, despite growth in total take-up.

RENTS

At the end of Q4 2025, asking rents in Poznań remained stable, typically ranging between EUR 11.50 and 16.00/sq m/month. However, rents for top floors in the most prestigious buildings and locations may significantly exceed this range. Service charges also remained stable, usually ranging from PLN 17.00 to 29.00/sq m/month.

Office market in Poland

Q4 2025

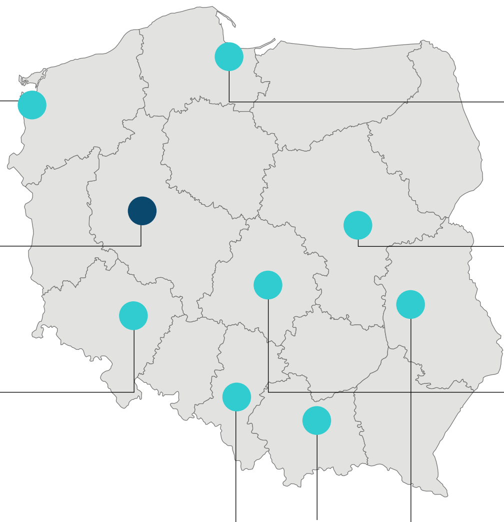
Existing stock **13m sq m**

New supply (2025) **109,000 sq m**

Take-up (2025) **1.57m sq m**

Supply under construction **413,000 sq m**

Vacancy rate **13.2%**



SZCZECIN
- 190,000 sq m
- 6.4%
- EUR 10-14.5

POZNAŃ
- **678,000 sq m**
- **13.9%**
- **EUR 11.5-16**

WROCŁAW
- 1.34m sq m
- 19.9%
- EUR 11-16

KATOWICE
- 742,000 sq m
- 21.6%
- EUR 10-14.5

KRAKOW
- 1.84m sq m
- 18.4%
- EUR 10-18

TRICITY
- 1.07m sq m
- 11.9%
- EUR 11-16

WARSAW
- 6.23m sq m
- 9.1%
- EUR 12-32

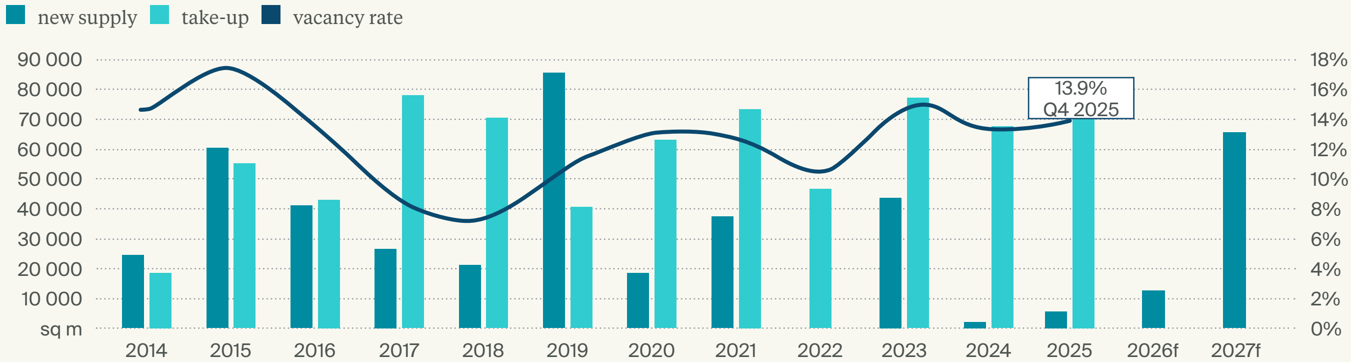
ŁÓDŹ
- 643,000 sq m
- 18.3%
- EUR 9-15

LUBLIN
- 225,000 sq m
- 10.4%
- EUR 9-13

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

Source: Knight Frank

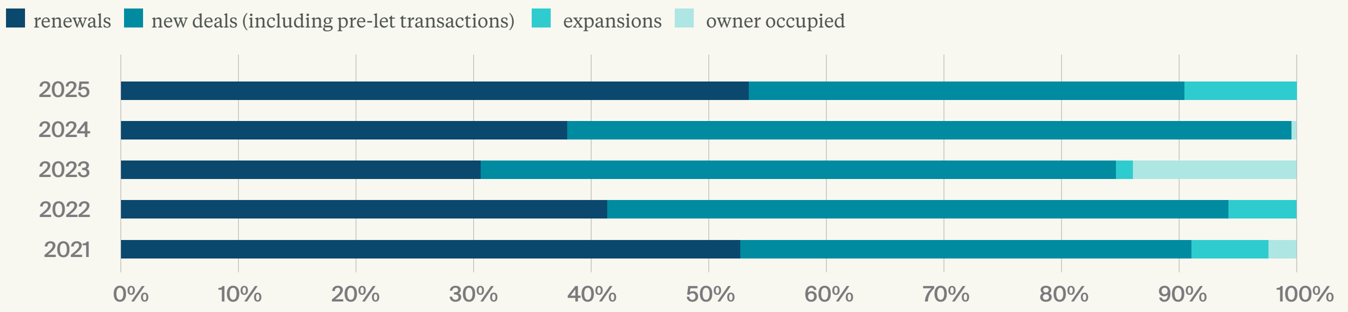
Annual new supply, take-up and vacancy rate in Poznań



f-forecast based on schemes under construction

Source: Knight Frank

Take-up structure in Poznań



Source: Knight Frank

MichaelPage

Michael Page "Salary Guide 2026": Poland's Energy Labour Market Accelerates as Renewables and Offshore Drive Demand for Specialists

Energetic transformation is clearly reshaping the landscape of the labour market in Poland. According to the "Salary Guide 2026" published by recruitment firm Michael Page, salary growth in the energy sector is stabilising; however, demand for highly qualified professionals, particularly in renewables, energy storage, and offshore projects, remains exceptionally strong. It continues to be a candidate-driven market, but primarily for individuals with unique technical expertise and proven project experience.

The fast-paced development of the energy sector, especially renewable energy sources, is pushing employers to seek candidates with increasingly broad and specialised skill sets. Engineers are in the highest demand, including installation designers, grid connection specialists, automation engineers, and SCADA experts, whose salaries in Warsaw typically range from approximately PLN 14,000-15,000 gross to PLN 19,000-21,000 for senior roles. According to Michael Page's "Salary Guide 2026", grid managers are also highly valued. Due to their critical role in connection processes, they can expect salaries exceeding PLN 20,000, with top-tier compensation reaching PLN 35,000. Developer and project-focused roles are also gaining importance. Land acquisition managers responsible for securing land for renewable investments earn, on average, around PLN 16,000, with experienced specialists reaching PLN 18,000. Wind project developers and renewable energy project managers earn between PLN 19,000 and 25,000, while offshore project roles command significantly higher rates, averaging PLN 31,000,

with upper ranges reaching PLN 34,000. Analytical competencies are also becoming increasingly valuable: energy market analysis managers and energy data experts earn between PLN 18,000 and 20,000, supporting companies in forecasting and optimising energy production and demand.

SALARY STABILISATION, BUT TOP SPECIALISTS STILL SET THE TERMS

Michael Page's "Salary Guide 2026" indicates clear stabilisation in remuneration across the renewable energy sector. *"A few years ago, the market experienced rapid salary increases, and virtually every specialist could expect significant raises. Today, pay levels are levelling out, and companies increasingly prioritise experience and concrete technical competencies rather than potential alone,"* notes Antoni Komsta, Principal Consultant at Michael Page.

Job opportunities remain plentiful, but they are primarily targeted at candidates with experience in both project development and execution. Recruiting offshore wind experts remains particularly challenging, as the pool of professionals with relevant experience is still very limited.

"Companies developing offshore projects often lack the time for long onboarding processes and need candidates ready to step into projects immediately. As a result, they are willing to pay a premium for experienced experts. We observed the same dynamic earlier in the photovoltaic sector, where specialists were initially scarce, and the market rewarded them very generously," adds Antoni Komsta.

SOFT SKILLS AND BENEFITS GAIN IMPORTANCE AS SALARY GROWTH SLOWS

With salary levels already high, employers increasingly compete for talent not only through pay but also through comprehensive benefits packages. Candidates place strong emphasis on flexible work models, work-life balance, and additional perks. In response, companies are offering subsidies for eco-friendly transport, support for installing home renewable systems, and extensive development programmes.

EDUCATION LAGGING BEHIND THE ENERGY TRANSITION

Michael Page experts highlight that one of the sector's key challenges is the skills gap resulting from an education system that has not kept pace with the energy transition. *"Polish education and the labour market are not keeping up with the rapid development of renewable energy, particularly offshore. Outside the Tri-City and Szczecin, it is difficult to find universities that genuinely prepare students for work in this sector. Technical universities are only beginning to adapt their programmes to the energy transition, and many curricula still rely on outdated technologies,"* says Antoni Komsta.

EU climate regulations are accelerating the energy transition, creating new investment opportunities and generating additional jobs. At the same time, the shortage of specialists means that some projects are being executed with the support of foreign companies. *"The energy transition can therefore be both an opportunity and a risk. Those who remain open to development and acquiring new competencies will benefit. For candidates who remain stuck in old patterns and resist learning, the transition may pose a risk to their position in the labour market,"* Komsta emphasises.

A CANDIDATE-DRIVEN MARKET - BUT NOT FOR EVERYONE

The energy sector remains a candidate-driven market, particularly for individuals with unique technical skills and project experience. For candidates with shorter experience, competition is intensifying, and recruitment processes are becoming more selective. For highly specialised roles, such as substation engineers or power engineering experts, recruitment can take several months and typically concludes with a shortlist of carefully matched candidates.

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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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Invest in Poznan
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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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