Strong cities

City attractiveness, office market, HR trends

Q3 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 **"Investor-Friendly City"** – Prime Property Prize

1ST PLACE in the ABSL ranking - **cooperation with a local investor service office**

1ND PLACE in the ABSL ranking - **attractive location in the city centre**

2ND PLACE **in the Business Friendly City category** – European Cities and Regions of the Future fDi Report

2ND 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.

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:
• 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 m2 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

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
162

BSS sector - number of employed
30,500

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

OFFICE MARKET

Poznań

Q3 2025

Existing stock
675,000 sq m

Supply under construction
52,000 sq m

Vacancy rate
13.6%

New supply
2,000 sq m

Take-up
51,000 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

The total office stock in Poznań amounted to 675,000 sq m at the end of Q3 2025, positioning the city as Poland's sixth-largest office market. Stable demand of around 51,000 sq m combined with limited new supply contributed to a decrease in the vacancy rate to 13.6%. Headline rental rates remain stable, typically reaching up to 16.00 EUR/sq m/month.

SUPPLY

New supply in Poznań has declined significantly, with only 2,000 sq m of modern office space delivered since the beginning of the year in a single project.

However, more than 52,000 sq m is currently under construction, the second-highest figure among Poland's regional cities, just behind Krakow. The largest ongoing project is AND2, a 40,000 sq m office development by Von der Heyden Group. Scheduled for completion in mid-2026, it is set to become the largest office building in the city upon delivery.

TAKE-UP

As of the end of September 2025, office leasing activity in Poznań remained stable at over 51,000 sq m, representing a 4% decrease compared to the same period of the previous year. Consequently, Poznań accounted for 10% of the total leasing volume across Poland's regional markets.

Renegotiations accounted for the largest share of total take-up at 53%, while new leases remained significant, representing 38%. A positive trend was observed in expansions, which made up the remaining 9% of the leased space.

VACANCY RATE

Poznań's office vacancy rate continued its downward trajectory for the third consecutive quarter, reaching 13.6% in Q3 2025. This marks a quarter-on-quarter decline of 1.2 pp, although it reflects a year-on-year increase of 1.1 pp.

RENTS

Headline rents in Poznań remained stable in Q3 2025, typically ranging between 11.50 and 16.00 EUR/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, typically ranging between 17.00 and 29.00 PLN/sq m/month.

Office market in Poland

Q3 2025

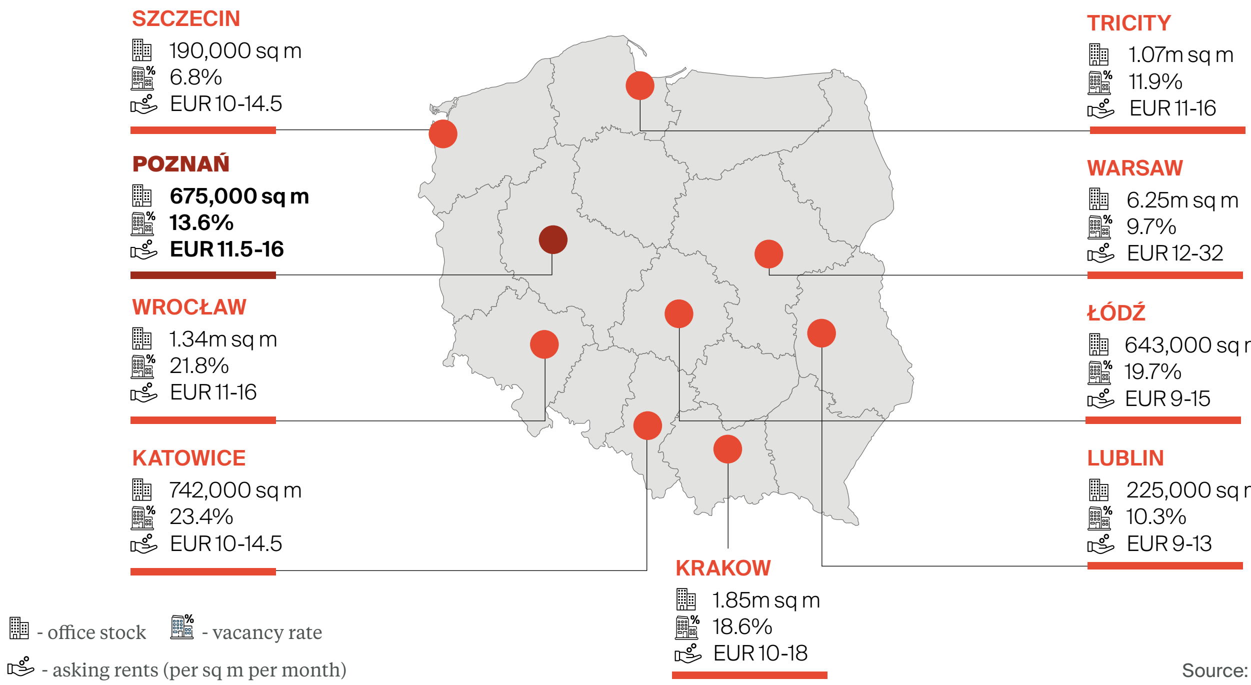
Existing stock **13m** sq m

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

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

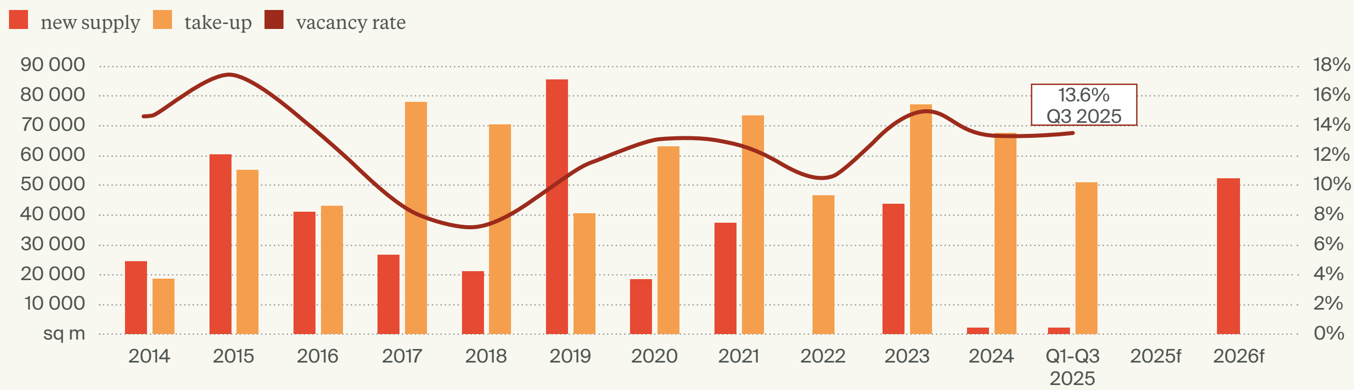
Supply under construction **340,000** sq m

Vacancy rate **13.9%**



Source: Knight Frank

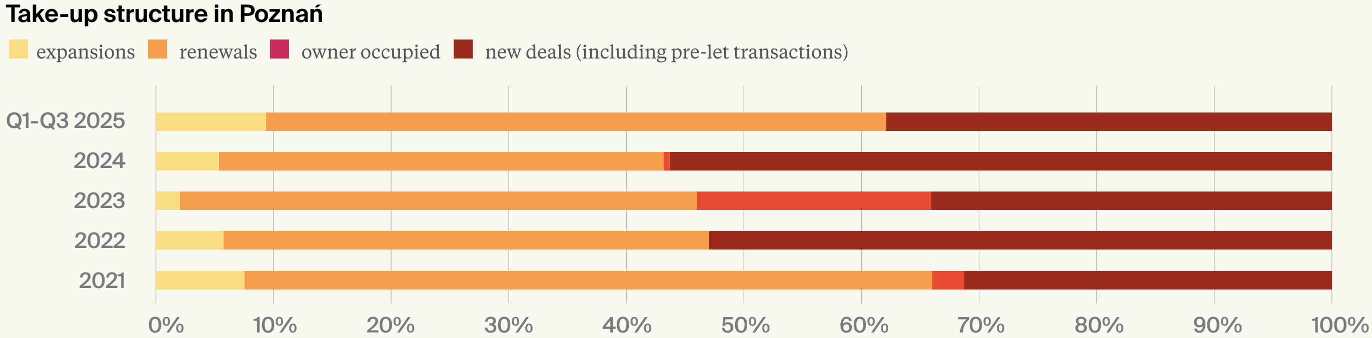
Annual new supply, take-up and vacancy rate in Poznań



f-forecast based on schemes under construction

Source: Knight Frank

Take-up structure in Poznań



Source: Knight Frank

Michael Page

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.

Contacts

in Poland

+48 22 596 50 50
www.KnightFrank.com.pl

RESEARCH
Dorota Lachowska
dorota.lachowska@pl.knightfrank.com

COMMERCIAL AGENCY - WARSAW
T-REP Piotr Kalisz
piotr.kalisz@pl.knightfrank.com

CAPITAL MARKETS
Krzysztof Cipiur
krzysztof.cipiur@pl.knightfrank.com

VALUATION & ADVISORY
Małgorzata Krzystek
malgorzata.krzystek@pl.knightfrank.com

STRATEGIC CONSULTING EMEA
Marta Sobieszczak
marta.sobieszczak@pl.knightfrank.com

INDUSTRIAL AGENCY
Przemysław Piętak
przemyslaw.pietak@pl.knightfrank.com

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:

- strategic consulting, independent forecasts and analysis adapted to clients' specific requirements,
- market reports and analysis available to the public,
- 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.

Report library:

Substantive preparation: Michał Kusy, Dorota Lachowska / Research / Knight Frank

Graphic design: Karolina Chodak-Brzozowska / Art Director / PR & Marketing / Knight Frank

PARTNER OF THE PUBLICATION:

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

Invest in Poznan
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.

CONTACT:

Piotr Sulerzycki
Director, Property & ESG
piotrsulerzycki@michaelpage.pl

Paweł Tysiąc
Associate Manager, Property & Construction
paweltysiac@michaelpage.pl

www.michaelpage.pl