

# AT A GLANCE

## Q4 2024

# INVESTMENT MARKET IN POLAND

## Highlights

- 2024 finishes on a high note as investor sentiment improves in Poland's commercial real estate market
- Prospects of further interest rate cuts in Europe boost market outlook
- Offices and retail lead investment activity, each accounting for around 32%, with logistics in third place
- Investors recognise geopolitical risks, which are reflected in current yields



### KEY FIGURES

c.a. **5.05 B EUR**  
INVESTMENT VOLUME 2024

PRIME YIELDS\*

**6.25%**

OFFICE

**6.50%**

SHOPPING CENTRES

**6.25%**













INDUSTRIAL & LOGISTICS

c.a. **5.25%**

LOGISTICS (e-commerce)

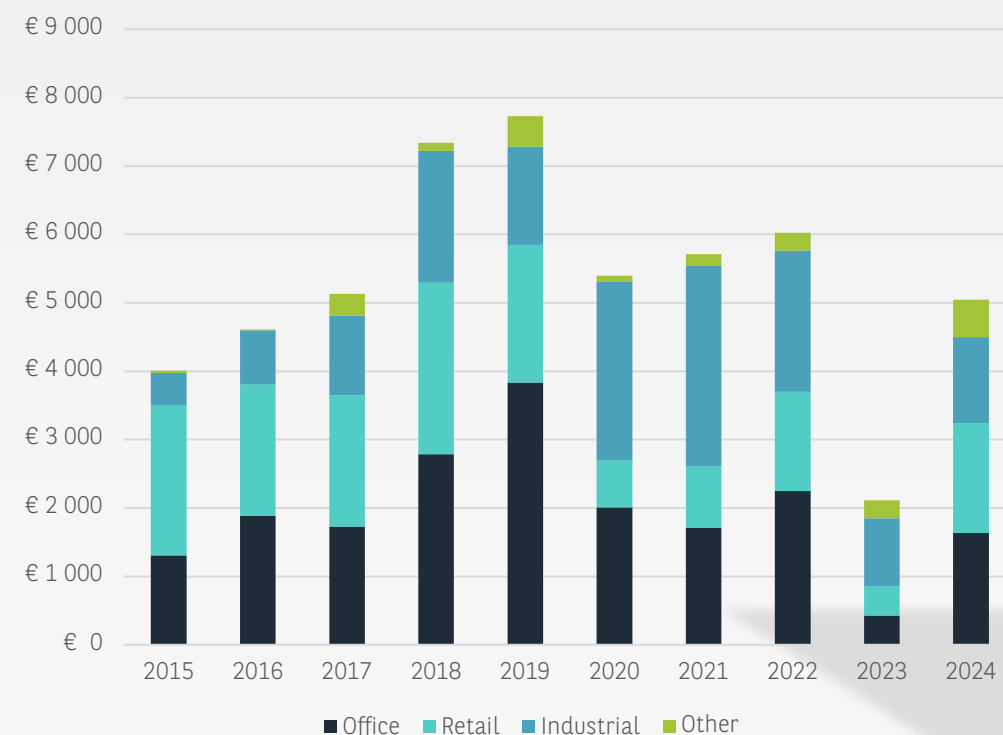
\* Yields for the top assets in Poland

## Macroeconomic indicators and trends

		Trend
 GDP Annual (% y/y)	2.8%	
 Inflation (% y/y)	3.7%	
 Unemployment (% y/y)	5.1%	
 NBP Reference rate	5.75%	
 FX PLN / EUR	4.27	
 ECB Refinancing rate	2.5%	

Source: GUS, NBP, BNP Paribas forecast, December 2024

## Investment volume (in m EUR)



Source: BNP Paribas Real Estate Poland, as of the end of Q4 2024

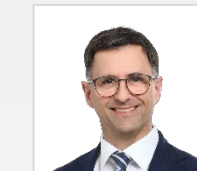
## Selected Transactions of 2024

In 2024, Poland's commercial real estate investment volume exceeded EUR 5.05bn, with over 45% transacted in the fourth quarter. This result marks a year-on-year increase of more than two times. The office and retail sectors were the top performers last year, each accounting for approximately 32% of the transaction volume, followed by warehouse and logistics assets with around a 25% share. The private rented sector (PRS) also attracted remarkably strong investor interest, with over EUR 340m worth of transactions – an increase over 170%.

	ASSET	ASSET CLASS	PURCHASER	SELLER	SIZE (SQM)	QTR
1	49% of CPI (Vulcanion) portfolio OFFICE	Office	Sona Asset Management	CPI Group	315,300	Q2
2	Silesia City Center	Retail	NEPI Rockcastle	Allianz	88,404	Q4
3	Magnolia Park	Retail	NEPI Rockcastle	Union Investment	100,000	Q4
4	Cromwell portfolio (2024)	Retail	Star Capital Finance	Cromwell	219 800	Q2
5	Warsaw UNIT	Office	Eastnine AB	Ghelamco	59,000	Q4

Source: BNP Paribas Real Estate Poland, as of the end of Q4 2024

## Expert Comment



**Mateusz Skubiszewski**

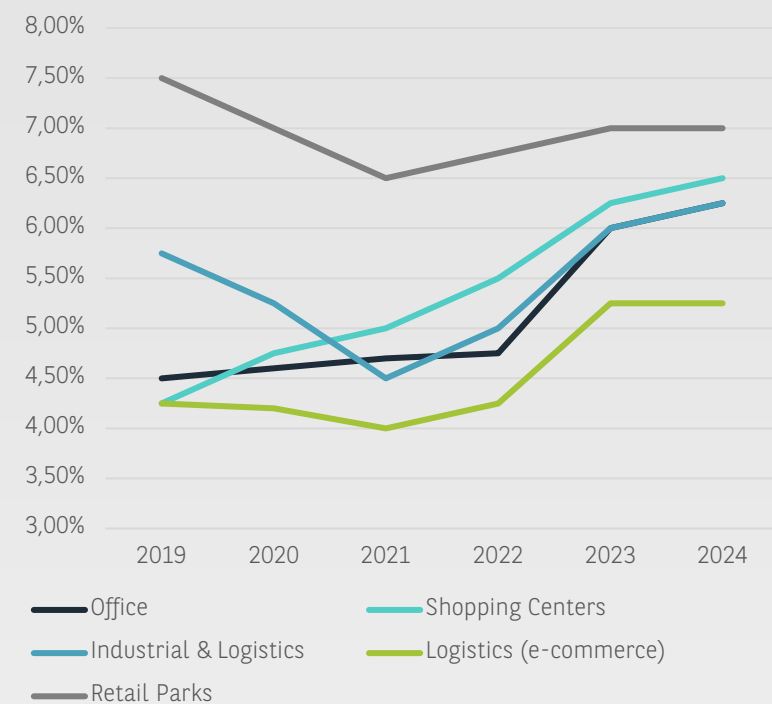
Senior Director, Head of Capital Markets  
BNP Paribas Real Estate Poland

**2024 ended on a very strong note for Poland's commercial real estate investment market, with the transaction volume rising by over 100% year-on-year.** This growth was driven primarily by four high-value transactions, mainly in the retail sector, including the sale of Cromwell's shopping centre portfolio and two other shopping malls, Magnolia Park and Silesia City Center. Another key contributor to last year's investment volume was the sale of the Warsaw Unit office building. It remains to be seen whether similar transactions will occur in 2025. However, the Polish investment market has undoubtedly staged a recovery and is likely to see an uptick in medium-value transactions in the range of EUR 10-50m. Falling interest rates in the eurozone are also expected to fuel investment activity, with new investors from the US, the Czech Republic and France already flocking in. While Poland and Europe continue to face real economic challenges, 2025 is expected to bring further growth in transaction volumes.

In 2024, the total commercial real estate volume in Poland beat expectations, rising above EUR 5bn. Large portfolio and single-asset transactions made a comeback. While this result remains below achievable trading volumes and market potential, investors are feeling a wave of renewed optimism. Positive macroeconomic forecasts for Poland, compared with the European average, and anticipated fund disbursements under the National Recovery and Resilience Plan in 2025 and 2026 bode well for the future. However, given the geopolitical context and the prospect of tariff wars, the situation across the European continent remains mired in uncertainty, which is strongly reflected in the risks factored into yields. As a result, investors value smaller properties with long WAULTs. German and Asian capital continue to sit on the sidelines. At the same time, the market has recognised the strong potential of domestic capital in light of the stabilization and growth of the Polish investment market and is eagerly awaiting the adoption of REIT legislation.

## Prime Yields

Annual Prime Yields per Sector, in %



Source: BNP Paribas Real Estate Poland, as of the end of Q4 2024

”

Poland's CRE investment market appears to have reached a point of equilibrium between buyers and sellers by the end of 2024. Yields for key asset classes moved out by 25 basis points, with finalized and pending transactions suggesting that they have peaked during this phase of the economic cycle. Looking ahead, total returns on investment in most asset classes are expected to remain in positive territory in the coming quarters. German bond yields have hovered around 2.5% since the end of 2022, continuing to offer an attractive alternative for European investment funds. Late 2024 saw another cut in eurozone interest rates, with the deposit interest rate falling to 3.00%, down by 0.25 pp.

## AT A GLANCE

Q4 2024

### AUTHOR

**Bolesław Kołodziejczyk, PhD, MBA, MRICS**

Business and Data Director, Business Intelligence Hub & Consultancy  
[boleslaw.kolodziejczyk@realestate.bnpparibas](mailto:boleslaw.kolodziejczyk@realestate.bnpparibas)

### CONTACT DETAILS

**Mateusz Skubiszewski, MRICS**

Senior Director, Head of Capital Markets  
[mateusz.skubiszewski@realestate.bnpparibas](mailto:mateusz.skubiszewski@realestate.bnpparibas)

**Karolina Wojciechowska**

Director, Capital Markets  
[karolina.wojciechowska@realestate.bnpparibas](mailto:karolina.wojciechowska@realestate.bnpparibas)

**Arkadiusz Bielecki, MRICS**

Head of Valuation  
[arkadiusz.bielecki@realestate.bnpparibas](mailto:arkadiusz.bielecki@realestate.bnpparibas)

**Michał Pszkit**

Senior Director, Head of Property Management  
 Member of the Board  
[michal.pszkit@realestate.bnpparibas](mailto:michal.pszkit@realestate.bnpparibas)

KEEP UP-TO-DATE WITH  
 BNP PARIBAS REAL ESTATE'S NEWS,  
 WHEREVER YOU ARE



[www.realestate.bnpparibas.com](http://www.realestate.bnpparibas.com)  
 #BEYONDBUILDINGS

**Erik Drukker**

President of the Board  
[erik.drukker@realestate.bnpparibas](mailto:erik.drukker@realestate.bnpparibas)



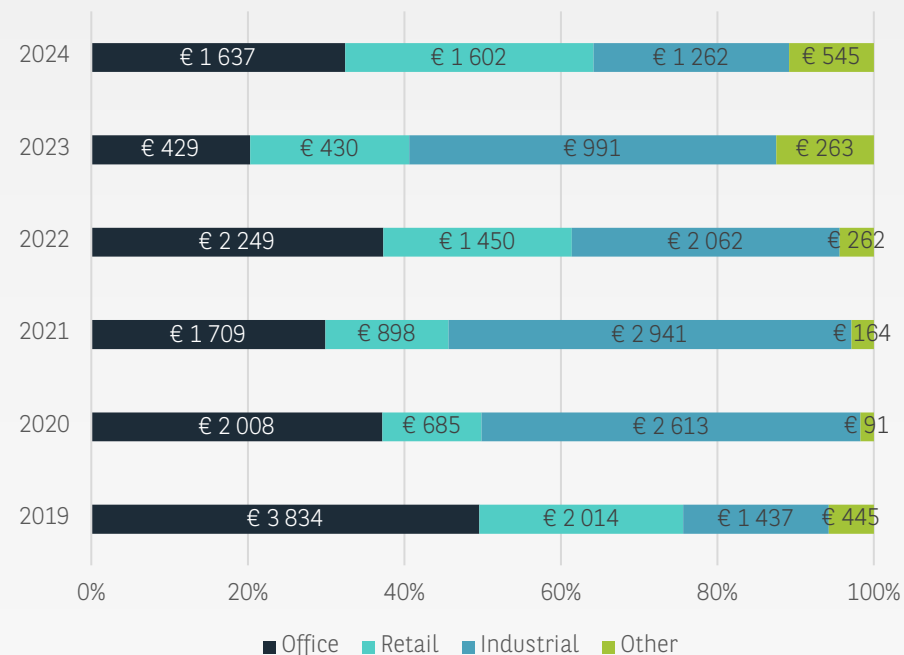
All rights reserved. At a Glance is protected in its entirety by copyright. No part of this publication may be reproduced, translated, transmitted, or stored in a retrieval system in any form or by any means, without the prior permission in writing of BNP Paribas Real Estate.

**BNP Paribas Real Estate  
 Poland Sp. z o.o.**

ul. Grzybowska 78,  
 00-844 Warsaw  
 Tel. +48 22 653 44 00  
[www.realestate.bnpparibas.pl](http://www.realestate.bnpparibas.pl)

## Sector split

Annual Sector Split of Investment Volumes, m EUR



Source: BNP Paribas Real Estate Poland, as of the end of Q4 2024

## Office

Last year saw a resurgence of investor interest in office assets, with 45 transactions totalling EUR 1.64bn, marking a fourfold year-on-year increase. The largest single asset deal of 2024 was Eastnine AB's acquisition of the Warsaw Unit office building from Belgium-based Ghelamco for approximately EUR 280m. It was followed by Skanska's sale of P180 in Warsaw to Investika Real Estate Fund & BUD Holdings for around EUR 100m.

## Retail

2024's retail investment volume surpassed EUR 1.6bn. The average size of the transacted asset was 22,000 sqm, an increase of 7,500 sqm compared with the previous year. Last year saw three large transactions, including the acquisition of Silesia City Center (approx. 88,500 sqm) and Magnolia Park (approx. 100,000 sqm) by South Africa's NEPI Rockcastle for EUR 405m and EUR 373m respectively. Additionally, Cromwell's retail portfolio was acquired by Star Capital Finance from the Czech Republic for EUR 285m. The latter transaction was brokered by BNP Paribas Real Estate Poland.

## Industrial & Logistics

Industrial and logistics properties were the third most sought-after commercial real estate assets in 2024. Between January and December 2024, this sector attracted investment deals totalling more than EUR 1.26bn, marking an increase of approximately 30% on 2023. The main driver of this growth was US investors who invested over EUR 350m, accounting for nearly 28% of last year's total. The largest transaction of 2024 was the acquisition of 7R's portfolio by the Czech fund Investika for approximately EUR 143m. Another notable deal was White Star's purchase of the portfolio of Diamond Business Parks in Gliwice, Ursus and Stryków for EUR 132m. In 2024, the most active market player on the sell side was Panattoni, which accounted for nearly 40% of the total investment volume, followed by 7R with a 19% share.