Business Climate Survey
Poland

Business Climate Survey for Swedish companies in Poland 2026

A report from Team Sweden in Poland

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Key contributors to this report

Business Sweden in Poland
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Scandinavian-Polish Chamber of Commerce

Embassy of Sweden in Poland

56 respondents

(total +2,250 respondents for 41 markets)

Current business climate

Positive view of the current business climate in Poland is increasing

Industry turnover

79%

of Swedish companies expect their industry turnover to increase

Future investments

55%

of Swedish companies plan to increase their investments slightly or significantly in the next 12 months

Valued success factors

1. Cost efficiency
2. Sales competence
3. Collab-/feedback from clients

Brand Sweden

84%

of Swedish companies in Poland consider Brand Sweden beneficial for business

Local conditions with high satisfaction

1. Personal safety
2. Infrastructure
3. Service providers

Local conditions with least satisfaction

1. Corporate taxation
2. Licences and permits
3. Labour market regulation

Environmental considerations

66%

of respondents believe the environment is a considerable factor in their customers' purchasing decisions.

Corruption

Low reported incidence of corruption. Poland seen as relatively stable environment, with room for improvement.

Human rights violations and labour rights abuses

– Low reported exposure to labour rights violations

– Risks perceived as limited in the Polish market

Foreword

Sweden and Poland are entering a new phase of their long-standing partnership, increasingly shaped by strategic cooperation, shared priorities and tangible business opportunities. Poland's position as one of Europe's fastest-growing economies, combined with its strong industrial base and skilled workforce, continues to make it a key partner for Swedish companies across trade, investment and innovation.

This development has gained further momentum through the State Visit of H.M. King Carl XVI Gustaf and Queen Silvia to Poland, accompanied by a record-sized business delegation. With representatives from government, business and institutions, the visit created a strong platform for dialogue and new partnerships under the shared theme Stronger Together. It reinforced cooperation in areas such as total defence and dual-use technologies, critical infrastructure and energy, as well as strategic investments, innovation and talent development.

This strengthened dialogue is reflected in the growing presence and engagement of Swedish companies in Poland, many of which are expanding their operations and deepening their local partnerships.

This year's Business Climate Survey in Poland captures the perspectives of Swedish companies active in the market and provides a valuable basis for continued engagement and cooperation. It serves as a tool for identifying both opportunities and barriers, and for supporting efforts to further improve the business environment. For Team Sweden, the Business Climate Survey remains an important instrument for understanding market developments, strengthening cooperation and supporting Swedish companies on the ground.

We would like to extend our sincere appreciation to all participating companies and partners for their insights in this report. Your input is essential in deepening our understanding of the market and in advancing the Swedish-Polish partnership.

We hope the insights provided will be valuable for your business in the coming year. Team Sweden remains committed to supporting Swedish companies, and we welcome continued dialogue around the perspectives and results presented in this report. Please do not hesitate to reach out to us for dialogue, support or further discussion.

We look forward to building on this momentum together.

Martina Quick
Ambassador of Sweden
to Poland

Nikki Brandt
Trade Commissioner
for Poland

Agnieszka Zielińska
Managing Director,
Scandinavian-Polish
Chamber of Commerce

Executive summary

The Business Climate Survey for Swedish Companies in Poland 2026 confirms that Poland remains an attractive and strategically important market for Swedish businesses, combining solid economic growth with improving business sentiment and a well-established base of Swedish companies operating across a broad range of sectors.

Swedish companies reported strong and stable performance in 2025, with a clear majority operating profitably. Confidence about the near future has increased further: 79 per cent of respondents expect turnover in their industry to increase in the coming year, and more than half plan to increase investments. This reflects a shift toward a more expansion-oriented and optimistic business outlook.

The broader economic environment supports this positive sentiment. Poland continues to outperform many European economies, driven by domestic demand and investment, although growth is expected to gradually moderate in the coming years. As a result, companies will need to focus more on efficiency, resilience and long-term competitiveness.

The business climate is generally viewed as favourable and improving. Companies highlight strengths such as personal safety, solid infrastructure, and well-functioning networks of suppliers and service providers. However, administrative and regulatory complexity, particularly in areas such as taxation, labour regulations, and licensing, remains the main barrier, increasing operational burden and reducing efficiency. These findings suggest that while Poland offers strong operational conditions, companies need to be prepared for an administratively demanding business environment.

Poland serves primarily as a hub for sales, services, and production activities for Swedish firms. Cost efficiency is identified as the key driver of competitiveness, supported by sales capabilities and customer relationships, while the Swedish brand remains a valuable asset. At the same time, access to skilled labour is becoming more challenging, and sustainability is gaining importance in purchasing decisions, although it remains secondary to price and quality. This points to a market where operational discipline remains essential, but where talent, customer proximity and the ability to translate Swedish strengths into concrete value are becoming increasingly important.

Overall, Poland is perceived as a stable market with strong growth potential. Despite ongoing structural challenges, the combination of positive economic conditions, rising confidence, and increased investment plans suggests continued opportunities for Swedish companies.

> **“The business climate in Poland is very good. We have good perspectives for development due to the good economic situation in Poland, membership in the EU, well-educated employees and a stable legal framework.**
>
> **CEO**
> Industrial Company

About the survey

Broad representation of Swedish companies

The Business Climate Survey 2026 presents the views of Swedish companies operating in Poland on the current business environment, key challenges, and future outlook. The survey aims to provide insights that support dialogue on improving conditions for Swedish businesses in Poland.

While the survey is conducted annually across multiple markets, this marks the second consecutive edition in Poland, allowing for initial comparisons over time and offering a more structured view of how business sentiment is evolving.

The survey was developed and conducted by Team Sweden in Poland, a collaboration between Business Sweden, the Embassy of Sweden in Warsaw, and the Scandinavian-Polish Chamber of Commerce. It was conducted in the first quarter of 2026, gathering insights directly from companies active across the country.

This year's survey received responses from 56 Swedish companies operating in Poland. The results provide a valuable snapshot of business sentiment among participating firms rather than a full representation of all Swedish companies in Poland.

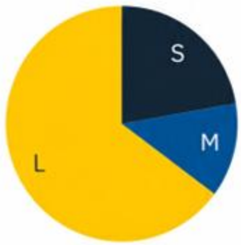
The respondent base reflects a broad cross-section of companies, offering insights from firms of different sizes, industries, and stages of development in the Polish market. The respondent base is dominated by large enterprises (over 1,000 employees globally), which account for the majority of responses. Small companies represent a noticeable share, while medium-sized firms make up the smallest group.

In terms of industry, industrial companies form the largest group of respondents (53 per cent), followed by professional services (31 per cent) and consumer-oriented businesses (16 per cent), reflecting the strong presence of Swedish manufacturing and business services in Poland.

A majority of respondents, 57 per cent, are mature firms that established operations in Poland in 2004 or earlier, while 31 per cent entered the market between 2005 and 2020. Newer entrants, established in 2021 or later, account for 11 per cent. This composition provides a perspective largely shaped by long-term experience, complemented by insights from newer market participants.

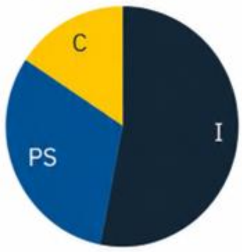
Overall, the survey provides a useful indication of how Swedish companies with an active presence in Poland perceive the business climate, market opportunities and operational challenges. Its main value lies in identifying common patterns and areas for continued dialogue rather than in providing a statistically exhaustive picture of the entire Swedish business community in Poland.

Size of companies



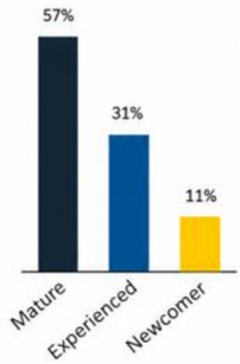
NOTE: Global employees.
Large >1000.
Medium 250-1000.
Small 0-249

Main industry



NOTE: Industrial 53%.
Professional services 31%.
Consumer 16%

Age of companies



NOTE: Mature (-2004).
Experienced (2005-2020).
Newcomer (2021-)

Economic outlook

Poland's economic outlook remains positive

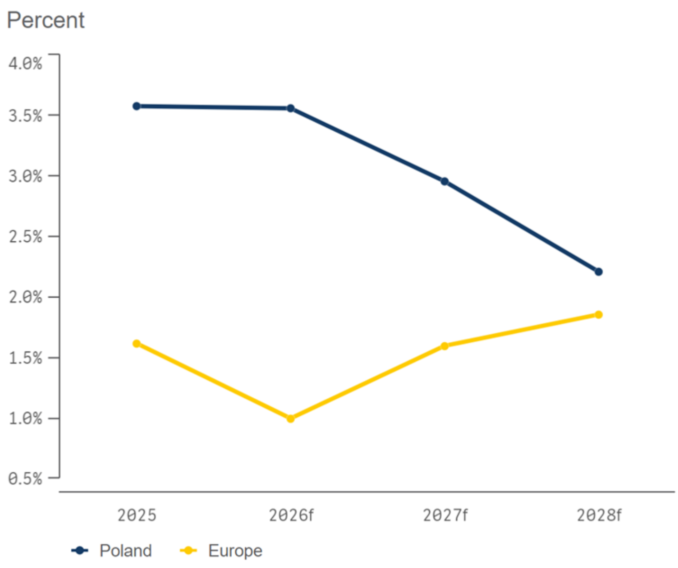
Poland's economy continues to show resilience, with GDP growth expected at around 3.5 per cent in the near term, according to the forecast used in this report. Growth is primarily supported by strong domestic demand and rising investment, particularly EU-funded investment. These factors are expected to remain key drivers of economic activity in the near term.

At the same time, projections indicate that Poland will outperform the European average throughout the forecast horizon. However, this advantage is expected to gradually narrow, as growth in Poland moderates while the broader European economy stabilises.

Looking ahead, economic growth is set to slow gradually over the forecast period. This reflects a shift from a phase driven by strong investment and post-recovery momentum to a more balanced growth model. The gradual normalisation of EU-funded investment flows, combined with tighter fiscal conditions, is expected to weigh on the pace of expansion.

Overall, the outlook remains positive, particularly in the short term. At the same time, companies should be prepared for a more moderate and less dynamic growth environment in the years ahead, requiring a greater focus on efficiency, cost control, productivity and long-term competitiveness. In practical terms, Swedish companies should continue to see Poland as a growth market, while also preparing for stronger competition, margin pressure and higher expectations on operational performance.

Projected GDP growth in Poland



NOTE: Constant prices
SOURCE: Oxford Economics, GDP, constant prices and exchange rate, US$, 20 March 2026

Most companies reported strong financial results in 2025

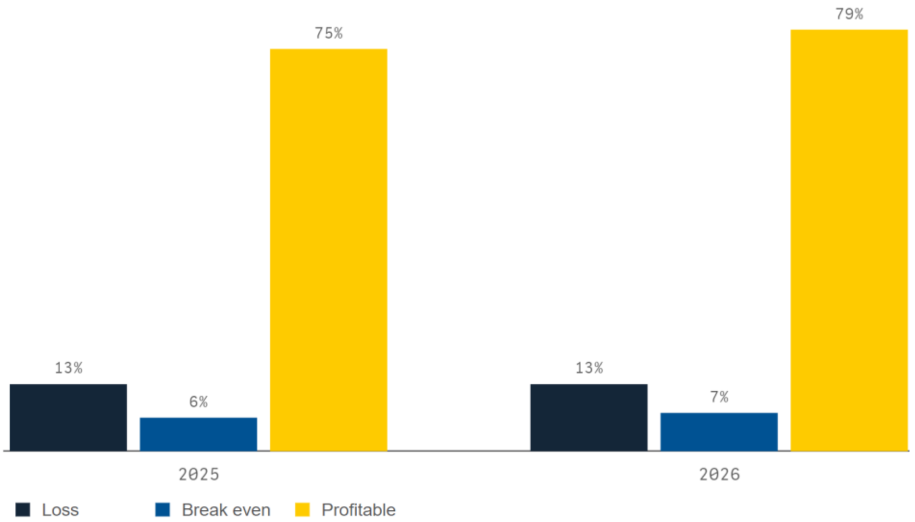
In 2025, the majority of Swedish firms in Poland reported profitable operations, with 79 per cent declaring a positive financial result. Thirteen per cent of companies operated at a loss, while seven per cent broke even. Compared to 2024, overall performance remains largely stable, with a modest increase in the share of companies reporting profitability. This points to continued financial stability among Swedish companies operating in Poland.

Additional analysis indicates that performance varies across company types. Smaller companies report weaker results, while medium-sized and large companies generally show stronger profitability. A similar pattern is evident in market experience: newcomers are more likely to struggle, while more established companies report stronger, more stable financial results.

Differences across sectors are relatively limited, with all industries reporting generally strong performance, although consumer-facing companies show slightly more moderate results.

Overall, the findings point to a stable and favourable business environment. At the same time, they highlight persistent structural differences, with smaller and less established companies remaining more exposed to external pressures. This suggests that scale, local experience and established networks remain important advantages in the Polish market.

How would you describe your company's financial performance in Poland in the past year?



NOTE: Number of respondents: 2026 n=56; 2025 n=48. "Don't know/Not applicable" responses are included but not shown in the figure.
SOURCE: Business Climate Survey for Swedish Companies in Poland 2026

Swedish companies expect stronger turnover in 2026

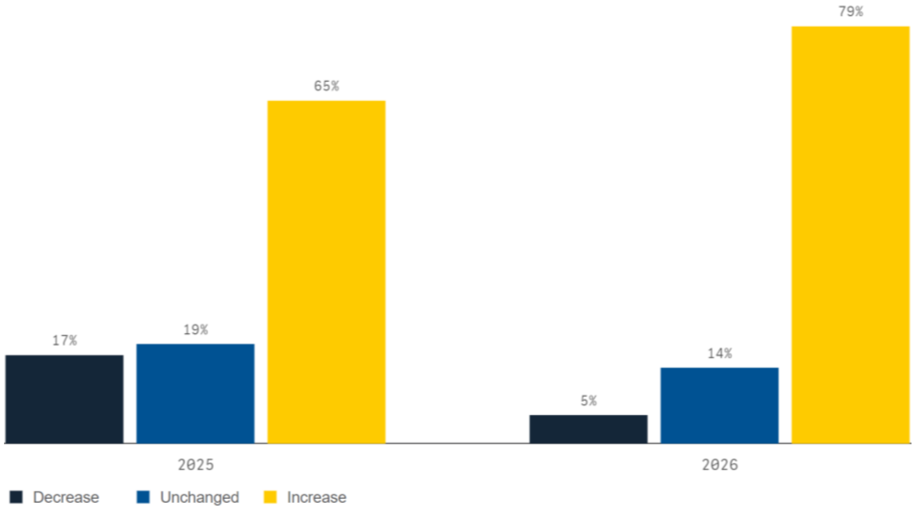
Swedish companies in Poland are highly optimistic about their industry's turnover prospects over the next 12 months. In 2026, as many as 79 per cent of respondents expect an increase in turnover, while 14 per cent anticipate no change and only five per cent foresee a decline.

Compared to last year's survey, this reflects a clear improvement in sentiment. The share of companies expecting growth increased by 14 percentage points, while the proportion anticipating a decline decreased by 12 percentage points, pointing to a more positive outlook across the market.

Expectations are broadly aligned across company sizes and sectors, with most segments reporting positive growth expectations. Among the surveyed respondents, consumer-facing companies and newcomers appear particularly optimistic. However, these results should be interpreted with caution due to the smaller size of these subgroups.

Taken together, the findings suggest a strengthening level of business confidence. Despite ongoing economic uncertainties, the turnover outlook remains firmly positive for the year ahead. For Swedish companies, this points to continued market potential, but also to the need to secure capacity, talent and customer relationships in order to capture expected growth.

Compared with developments over the past 12 months, what are your expectations for the next 12 months for your industry in Poland regarding turnover?



Number of respondents: 2026 n=56; 2025 n=48. "Don't know/Not applicable" responses are included but not shown in the figure.
SOURCE: Business Climate Survey for Swedish Companies in Poland 2026

Stronger growth outlook supports higher investment plans

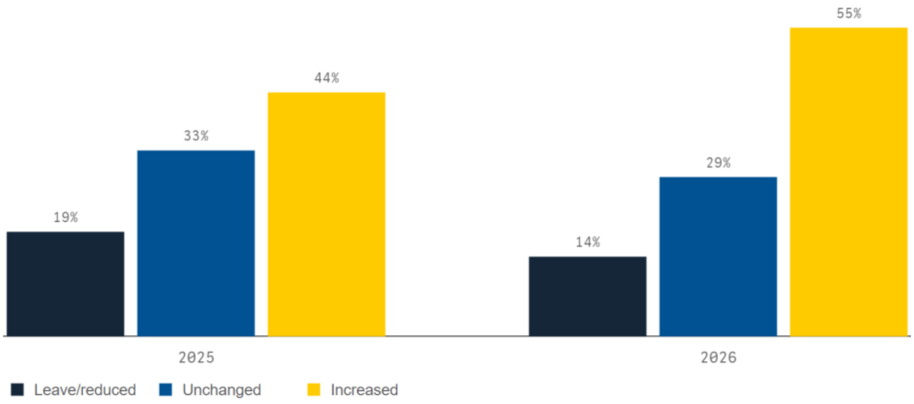
Building on the strong growth expectations described above, Swedish companies in Poland are also showing a more positive outlook regarding investment plans for the next 12 months. In 2026, 55 per cent of respondents plan to increase their investments, while 29 per cent expect no change and 14 per cent anticipate a decrease.

Compared to 2025, this reflects a clear improvement in investment sentiment. The share of companies planning to increase investments has risen by 11 percentage points, while the proportion expecting a decrease has fallen by 5 percentage points, pointing to a more favourable investment climate.

Smaller firms and newcomers show the strongest investment appetite, while large and mature companies take a more cautious approach. Consumer-facing companies also stand out for their strong investment ambitions. As with turnover expectations, these subgroup differences should be interpreted with caution, given the limited number of respondents in some categories.

These results suggest that companies are increasingly translating growth expectations into concrete investment plans, indicating a more expansion-oriented outlook for the year ahead. At the same time, the more cautious approach among larger and more mature companies may indicate a stronger focus on selective investments, efficiency improvements and risk management rather than broad-based expansion.

What are your company's investment plans for the coming 12 months in Poland, compared to the past 12 months?



Number of respondents: 2026 n=56; 2025 n=48. "Don't know/Not applicable" responses are included but not shown in the figure.
SOURCE: Business Climate Survey for Swedish Companies in Poland 2026

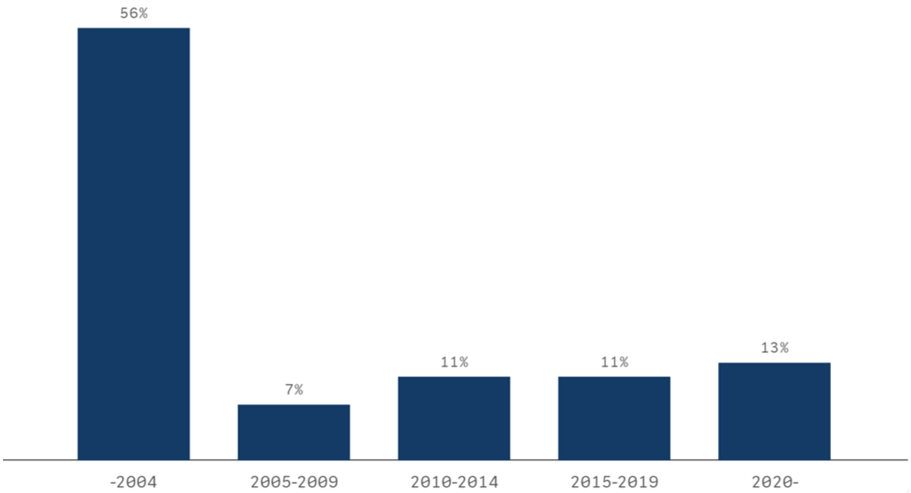
The market

A well-established Swedish business community in Poland

Swedish business presence in Poland has a long history and substantial scale. Today, more than 700 companies with Swedish capital operate in Poland, with Swedish investments estimated at EUR 5.5 billion and Swedish companies employing around 109,000 people. This makes Sweden one of the most important foreign business communities in Poland and underlines the long-term character of Swedish engagement in the market.[1]

Among the companies responding to this year's survey, Swedish companies operating in Poland are largely well-established, with 56 per cent having entered the market before 2005. At the same time, 13 per cent represent more recent entrants, having established operations in 2020 or later, reflecting a continued inflow of new investments.

In what year did your company establish operations in Poland?

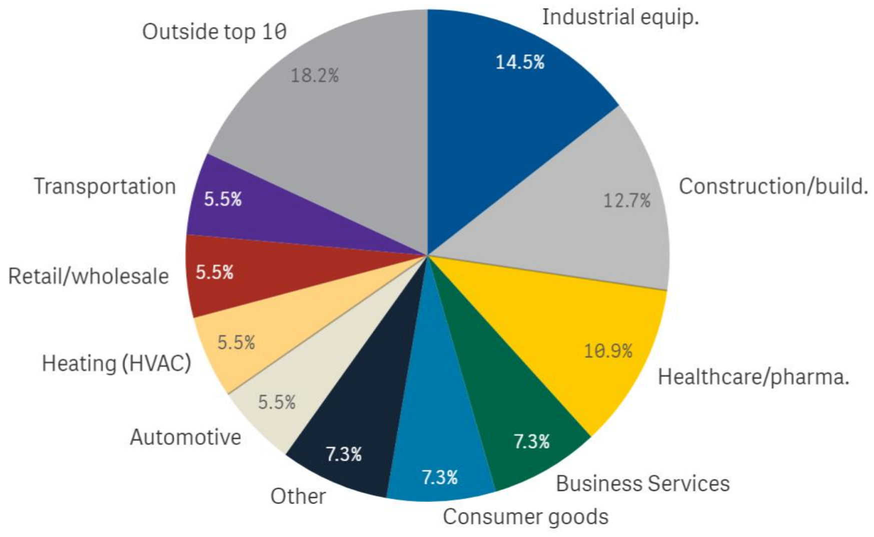


NOTE: The number of respondents for this question was 56. "Don't know/Not applicable" responses are included but not shown in figure.
SOURCE: Business Climate Survey for Swedish Companies in Poland 2026

The sample covers a broad range of industries, with the largest shares in industrial equipment, construction and building, and healthcare and pharmaceuticals. No single sector dominates, underlining the diversity of Swedish business activity in Poland.

[1] SOURCE: Scandinavian-Polish Chamber of Commerce, "Swedish companies in Poland – more than 100 years of investment in people and knowledge"

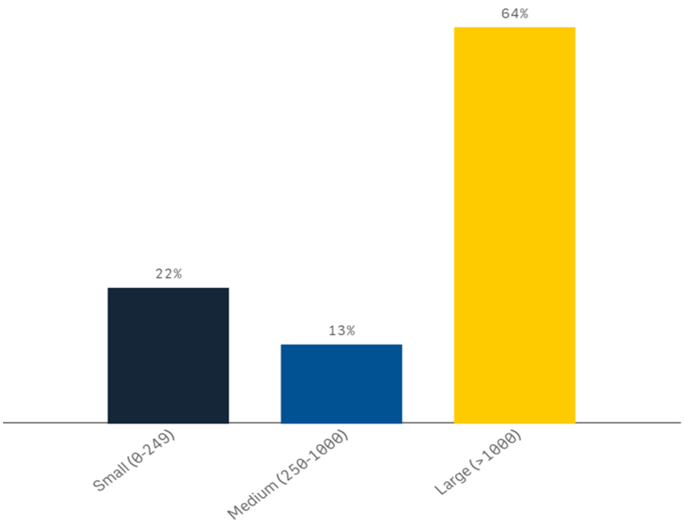
What is your company's main industry in Poland?



NOTE: The number of respondents for this question was 56. "Don't know/Not applicable" responses are included but not shown in figure.
SOURCE: Business Climate Survey for Swedish Companies in Poland 2026

While most companies are part of large international groups and 64 per cent employ more than 1,000 people globally, their local presence is more limited. Two-thirds of respondents employ fewer than 250 people in Poland, and only a small share have more than 1,000 employees locally.

Number of employees in Poland among surveyed Swedish companies in 2026



NOTE: The number of respondents for this question was 56. "Don't know/Not applicable" responses are included but not shown in figure.
SOURCE: Business Climate Survey for Swedish Companies in Poland 2026

Overall, this reflects a mature business community of primarily large international companies operating with relatively smaller local structures. This suggests that for many Swedish firms, Poland plays an important role as a commercial, operational and production market, even when local teams remain smaller than the group's global scale might suggest.

Business climate sentiment improves, with a growing share of companies reporting positive conditions

In 2026, 54 per cent of respondents describe the business climate as good or very good, while 35 per cent are neutral and 8 per cent perceive it as poor or very poor.

Compared to 2025, this marks a clear improvement in sentiment. The share of companies with a positive view increased by nine percentage points, while the proportion of neutral responses declined by eight percentage points and the share of negative assessments decreased by four percentage points.

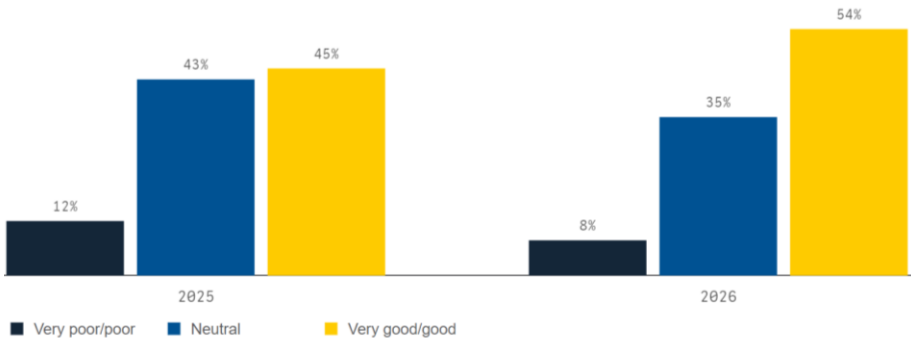
Some variation is visible across company groups. Medium-sized firms are more likely to take a neutral stance, while both smaller and larger companies report more positive assessments. Across sectors, professional services stand out as the most positive, whereas industrial companies show a more mixed view. Differences are also evident by company experience, with more established firms generally more positive, while newer entrants display a more varied perception of the business climate.

> **“Poland is at the peak stage in its development, something we often fail to notice. Entrepreneurship, effective use of EU funds, and the ongoing development of infrastructure and digitalisation are all noticeable.**

Head of Public Affairs & Regulatory
Healthcare company

Overall, the results suggest a gradual strengthening of business confidence. While a significant share of companies still takes a neutral stance, the shift towards more positive assessments indicates a more favourable perception of current market conditions. For Swedish companies, this points to a market that is increasingly viewed as attractive, but where sentiment still varies depending on company size, sector and level of market experience.

How do you perceive the current business climate in Poland?



Number of respondents: 2026 n=56; 2025 n=48. “Don’t know/Not applicable” responses are included but not shown in the figure.
SOURCE: Business Climate Survey for Swedish Companies in Poland 2026

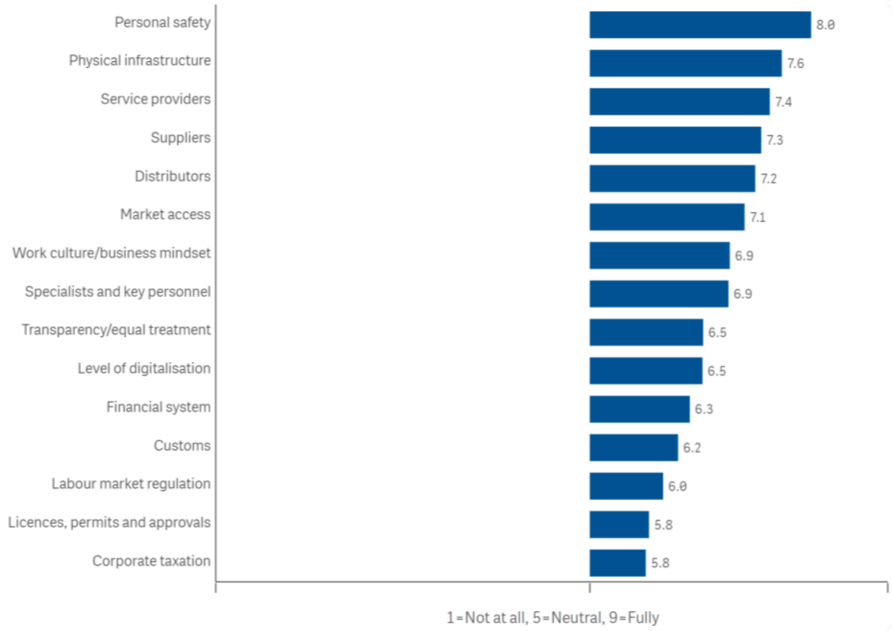
Administrative procedures and regulatory frameworks remain key challenges

The Polish market meets many of the operational needs of Swedish companies. Personal safety stands out as the strongest aspect of the business environment. Other highly rated conditions include physical infrastructure and access to service providers, suppliers and distributors, reflecting a well-functioning operational environment and strong conditions for cooperation with key business partners.

In contrast, administrative and regulatory aspects remain the weakest areas. Corporate taxation, labour market regulations, and particularly licences and permits, receive the lowest ratings, indicating that administrative procedures continue to limit the ease of doing business for many companies.

The results reveal a clear contrast in how companies perceive Poland; core operational conditions are assessed positively, while regulatory and administrative areas remain more challenging. For Swedish companies, this means that Poland offers strong practical conditions for doing business, but requires careful planning around compliance, permits, taxation and labour-related procedures.

How well do the following conditions meet the needs of your company in Poland?



NOTE: The number of respondents for this question was 56.
SOURCE: Business Climate Survey for Swedish Companies in Poland 2026

Regulations and customs procedures remain key trade barriers

Among the trade barriers identified in this year's survey, regulatory requirements and customs procedures stand out as the most reported challenges, indicating that administrative complexity continues to affect business operations in Poland.

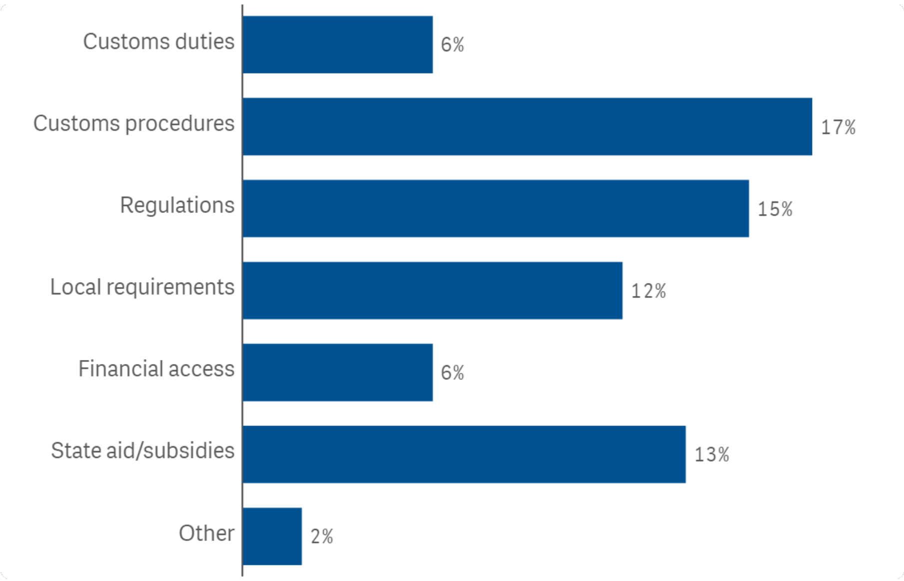
Customs procedures are frequently highlighted, suggesting that import and export processes remain time-consuming and can create operational inefficiencies for companies engaged in cross-border activities. Given Poland's position within the EU single market, these responses may relate particularly to companies with supply chains extending beyond the EU, imports from third countries or more complex international trade flows. Regulatory barriers are also widely reported, pointing to ongoing challenges related to compliance and the practical application of rules.

Other factors, such as state aid schemes and local requirements, are mentioned by a smaller share of respondents but still contribute to the overall picture of administrative burden. Issues related to financial access and customs duties appear less prominent, indicating that cost-related barriers are generally not the primary concern.

While these barriers are not typically described as preventing market entry, they increase complexity and create additional administrative effort. For many companies, the main impact is longer processes, higher compliance requirements, and reduced operational efficiency rather than direct limitations on doing business.

Overall, the results suggest that Poland remains an open and accessible market, but administrative and regulatory factors continue to pose practical challenges for companies operating in the country. This reinforces the importance of local expertise, early preparation and close monitoring of regulatory requirements when doing business in Poland.

Has your company in the past year encountered trade barriers in Poland with a noticeably negative impact on operations in any of the following areas?



NOTE: The number of respondents for this question was 56.
SOURCE: Business Climate Survey for Swedish Companies in Poland 2026

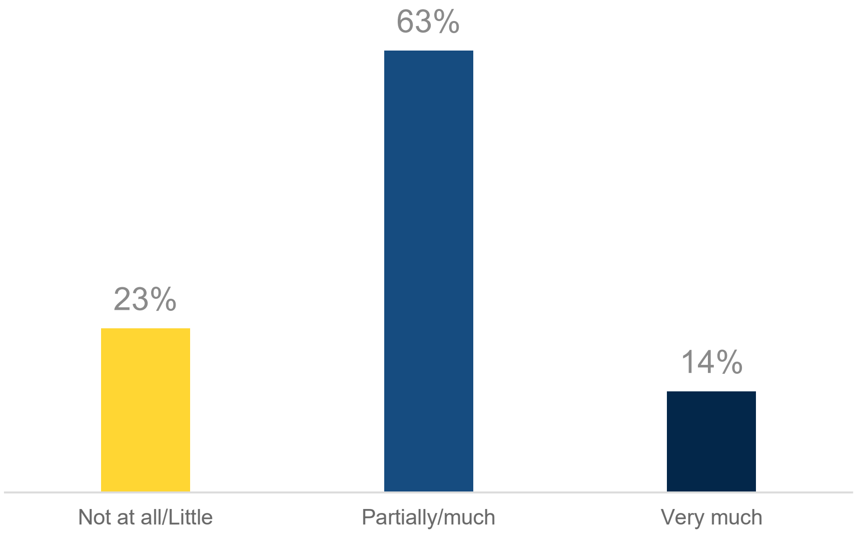
Finding skilled employees remains a moderate challenge

A majority of Swedish companies in Poland report that finding employees with the right skills is a challenge, though typically not a severe one. Around 63 per cent of respondents report some level of difficulty, suggesting that recruitment difficulties are a common but manageable part of doing business.

At the same time, 14 per cent of companies describe the challenge as significant, pointing to more acute talent shortages in certain roles or sectors. Meanwhile, 23 per cent report little or no difficulty, indicating that access to skilled labour remains relatively stable for a notable share of firms.

Overall, the results suggest that while the Polish labour market continues to offer a solid talent base, mismatches in specific skills and increasing competition for qualified employees are becoming more visible. For many companies, this means placing greater emphasis on employer branding, training, and long-term talent development to secure the capabilities needed for growth.

Is finding employees with the right skill set challenging in Poland?



NOTE: The number of respondents for this question was 56. "Don't know/Not applicable" responses are included but not shown in figure.
SOURCE: Business Climate Survey for Swedish Companies in Poland 2026

How Swedish companies succeed in Poland

Poland serves as a commercial and operational hub

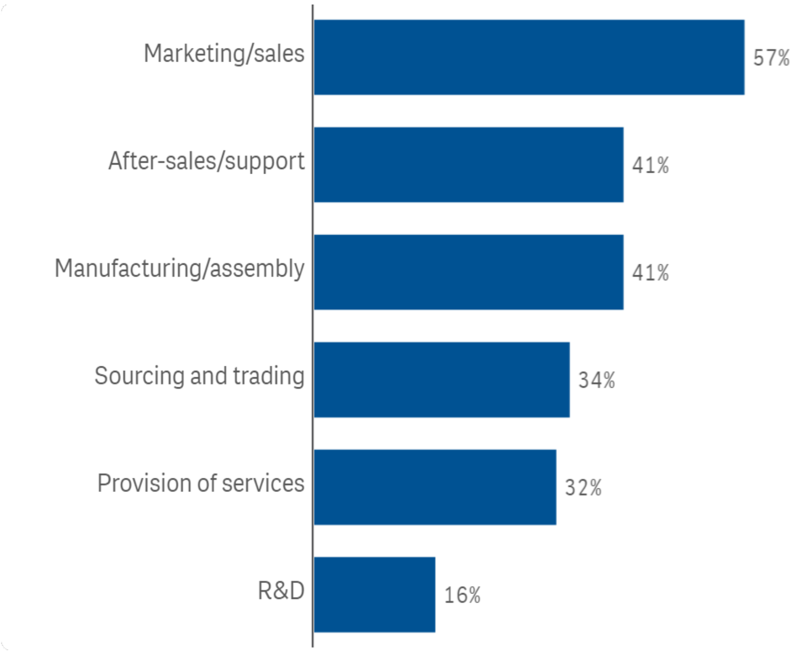
Swedish companies in Poland are primarily engaged in commercial and operational activities. Marketing and sales are the most commonly reported functions (57 per cent), followed by after-sales support and manufacturing or assembly operations (both 41 per cent).

A significant share of companies also reports activities related to sourcing and trading (34 per cent) and the provision of services (32 per cent), indicating that Poland plays an important role in both commercial and operational activities for Swedish companies active in the market.

In contrast, research and development activities are far less common, reported by only 16 per cent of companies, suggesting that Poland is less frequently used as a location for R&D-focused functions among the surveyed firms.

Overall, the results show that Poland is primarily used as a market for sales, customer support, production-related activities and services, rather than as a major R&D hub. This points to Poland's role as a practical and operationally important market for Swedish companies, closely linked to customers, supply chains and local execution.

Operations of Swedish firms in the market



NOTE: The number of respondents for this question was 56. "Don't know/Not applicable" responses are included but not shown in figure.
SOURCE: Business Climate Survey for Swedish Companies in Poland 2026

Cost efficiency leads to competitiveness factors

Cost efficiency stands out as the most important factor for maintaining competitiveness, indicated by 63 per cent of companies. This clearly exceeds all other areas and highlights the continued importance of operational efficiency and cost discipline in the Polish market.

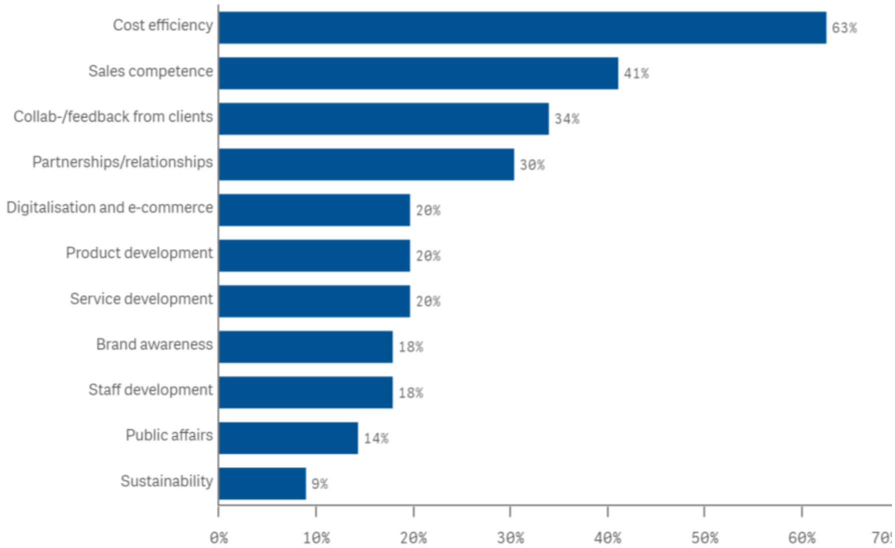
Sales competence is the second most frequently mentioned factor (41 per cent), followed by client collaboration and feedback (34 per cent) and partnerships or business relationships (30 per cent), pointing to the importance of strong commercial capabilities and close customer engagement.

Other areas, including digitalisation and product and service development (both around 20 per cent), play a supporting role, while factors such as brand awareness and staff development are mentioned less frequently. Sustainability is the least commonly cited factor, indicated by only 9 per cent of companies.

Overall, the results show a clear gap between cost efficiency and all other factors, suggesting that operational discipline remains essential for maintaining competitiveness in Poland. At the same time, sales capabilities, customer collaboration and partnerships remain important differentiators, particularly in a market where relationships and local responsiveness remain important.

The relatively low ranking of sustainability as a competitiveness factor contrasts with the growing importance of environmental considerations in customers' purchasing decisions, as described later in the report. This suggests that sustainability is becoming more visible in the market, even if many companies do not yet see it as a primary source of competitive advantage.

To date, which of the following areas have been important in maintaining competitiveness in Poland?



NOTE: The number of respondents for this question was 56. "Don't know/Not applicable" responses are included but not shown in figure.
SOURCE: Business Climate Survey for Swedish Companies in Poland 2026.

The Swedish brand remains a valuable asset

The Swedish brand continues to play an important role for Swedish companies operating in Poland. A clear majority of respondents see it as a positive contributor to their business, with 36 per cent viewing its contribution as very strong. At the same time, 48 per cent report a more moderate contribution, while 14 per cent perceive little or no benefit from being associated with Sweden.

When looking at how the brand's position has evolved, 52 per cent of companies report no significant change, indicating that the Swedish brand remains stable in Poland. At the same time, 36 per cent observe an improvement and only nine per cent note a decline. This suggests that the overall perception remains steady, while the brand is strengthening its position for a notable share of companies.

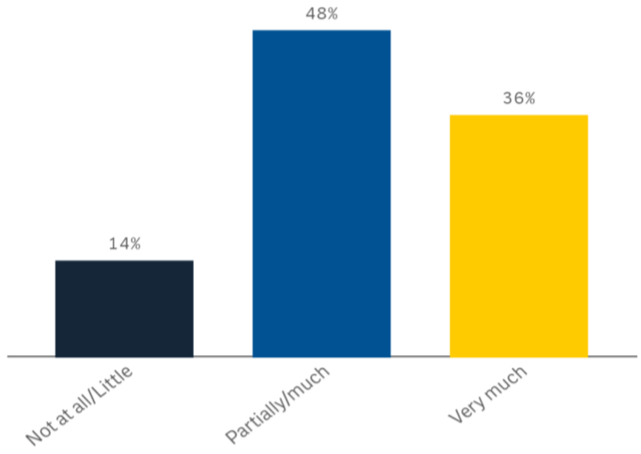
This more differentiated picture is also reflected across company groups. The Swedish brand is more clearly leveraged by companies with a longer presence in the market, while newer firms are less likely to rely on it as a key driver of business. At the same time, its impact appears limited in consumer-facing sectors, where it is rarely seen as a strong differentiating factor.

“Swedish companies have a strong market position and brand recognition in Poland. This creates opportunities for more advanced collaboration under the ‘Swedish brand’.

Head of Public Affairs & Regulatory
Healthcare company

The strong position of the Swedish brand in Poland is also supported by the ongoing work of Team Sweden, including the Embassy, Business Sweden, and the Scandinavian-Polish Chamber of Commerce. Through regular engagement with companies, promotion of Swedish business values, and support for networking and visibility, these actors help strengthen the presence of Swedish firms in the market.

To what extent would you estimate that the “Swedish brand” contributes to your business in Poland?



NOTE: The number of respondents for this question was 56. “Don’t know/Not applicable” responses are included but not shown in figure.
SOURCE: Business Climate Survey for Swedish Companies in Poland 2026

Acting sustainably

Environmental considerations are gaining importance

From the perspective of Swedish companies operating in Poland, environmental aspects are becoming more important in customer purchasing decisions, although they are not yet decisive. According to the survey, 52 per cent of respondents say environmental considerations influence purchasing decisions to some extent, while 14 per cent see a significant impact and 32 per cent report little or no impact.

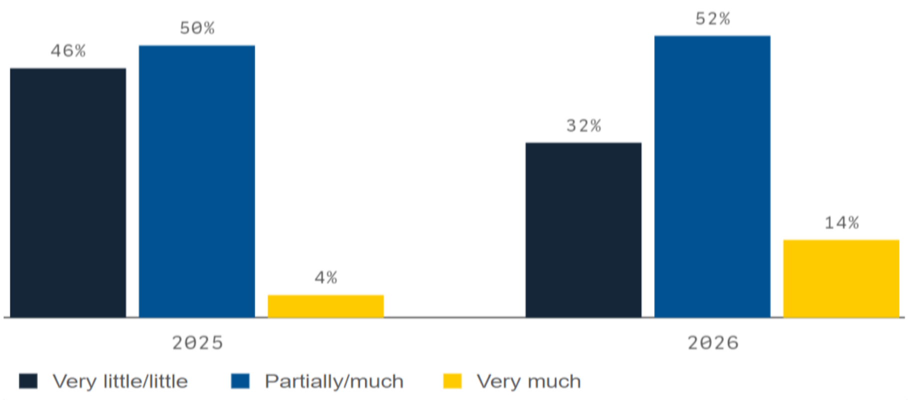
This represents an increase from the previous year, when only 4 per cent of companies observed a strong influence of environmental factors. This shift varies across company groups. Medium-sized and more established companies are more likely to see a stronger impact, while consumer-facing sectors show a more mixed picture.

The qualitative responses confirm that price sensitivity remains one of the main barriers to more sustainable purchasing decisions in Poland. Respondents noted that while awareness of sustainability issues is gradually increasing, customers still tend to prioritise price and product quality. Companies also pointed to broader structural challenges, including regulatory uncertainty, reliance on fossil fuels and the administrative burden linked to ESG reporting requirements.

> **"Sustainability awareness is likely to increase, particularly among younger customers. At the same time, higher costs may slow adoption of sustainable solutions.**
>
> **Managing Director**
> Industrial Company

Overall, the findings indicate that while environmental factors are gaining importance in the Polish market, they remain secondary to more traditional drivers such as price and product quality. At the same time, increasing pressure from international clients, regulations and corporate ESG strategies suggests that sustainability considerations are likely to play a more important role in the coming years.

To what extent do customers in Poland consider environmental aspects of a product or service in their purchasing decision?



Number of respondents: 2026 n=56; 2025 n=48. "Don't know/Not applicable" responses are included but not shown in the figure.
SOURCE: Business Climate Survey for Swedish Companies in Poland 2026

Corruption exposure remains limited, but compliance remains important

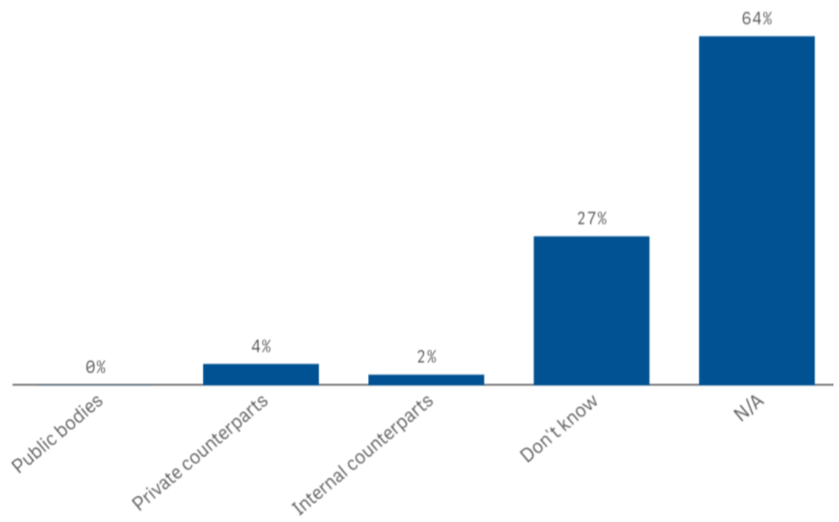
Most Swedish companies in Poland do not report exposure to corruption. Only a very small share of respondents reported encountering such situations, including 4 per cent in interactions with private counterparts and 2 per cent reporting internal exposure, while no cases were reported in contacts with public bodies. This suggests that corruption is not perceived as a widespread issue in the day-to-day operations of the surveyed companies.

At the same time, a large proportion of respondents selected “Don’t know” or “Not applicable”. This indicates that many companies may not have direct exposure to such situations or find them difficult to assess, limiting their ability to draw firm conclusions.

While the reported incidence is low, maintaining strong internal compliance structures and transparent business practices remains important. This is particularly relevant in areas where procedures and expectations may vary across institutions or regions.

From a broader perspective, this picture is consistent with international benchmarks. According to Transparency International’s Corruption Perceptions Index, Poland scores 53 out of 100 and ranks 52nd out of 182 countries, placing it in the middle of the global rankings. This indicates a relatively stable, though not risk-free, environment, with room for improvement compared to the highest-performing markets. This aligns with the limited but still present observations reported by companies.

Has your company in Poland been exposed to corruption, such as, but not limited to, attempts of bribery or fraud in contacts with any of the following areas?



NOTE: The number of respondents for this question was 56. “Don’t know/Not applicable” responses are included but not shown in figure.
SOURCE: Business Climate Survey for Swedish Companies in Poland 2026

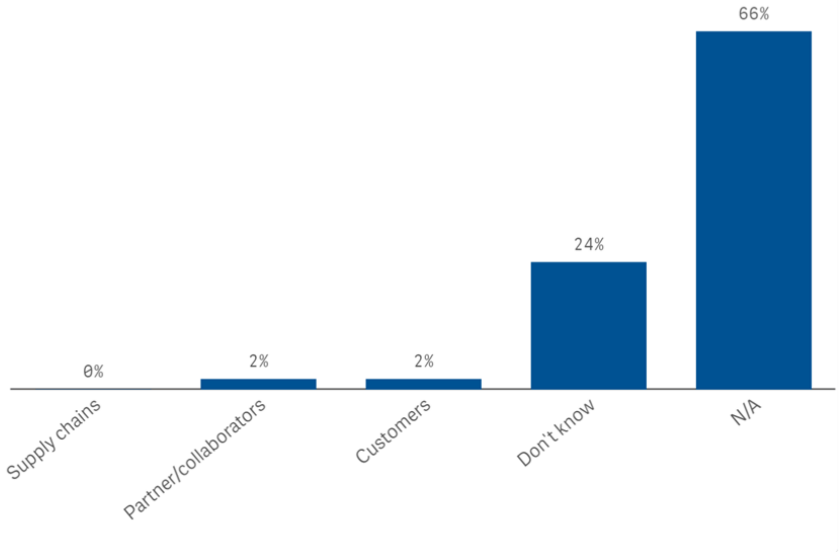
Reported human and labour rights risks remain limited

Reported exposure to human rights or labour rights violations among Swedish companies in Poland remains very limited. Only a small share of respondents reported encountering such situations, including 2 per cent involving partners or collaborators and 2 per cent involving customers, while no cases were reported in supply chains.

At the same time, 24 per cent of respondents selected “Don’t know,” which may reflect limited visibility beyond direct operations or uncertainty in identifying and assessing potential risks. The majority (66 per cent) chose “Not applicable,” suggesting that many companies have not encountered such issues in their day-to-day activities.

These findings suggest that human and labour rights risks are not currently viewed as a pressing concern among Swedish firms in Poland. This aligns with the general perception of the Polish labour market as relatively well-regulated, particularly in formal employment structures.

Has your company in Poland encountered any form of human rights violations and/or labour rights abuse in contact with any of the following areas?



NOTE: The number of respondents for this question was 56. "Don't know/Not applicable" responses are included but not shown in figure.
SOURCE: Business Climate Survey for Swedish Companies in Poland 2026

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