



Atradius Payment Practices Barometer 2024



B2B payment practices trends

Poland

Strong credit risk management crucial
amid stable trading landscape





About the Atradius Payment Practices Barometer

The Atradius Payment Practices Barometer is an annual survey of business-to-business (B2B) payment practices in markets across the world.

Our survey provides us with the opportunity to hear directly from companies polled about how they are coping with the impact of the current challenging economic and trading environment on payment behaviour of their B2B customers. This can give valuable insights into how businesses are paid by their B2B customers, and how they tackle the pain points caused by poor payment practices.

The findings about what measures are undertaken to fund a sudden need for cash, and what credit management tools they use to mitigate the risk of long-term cash flow problems, may also be valuable information in helping understand how companies respond to the crucial issue of late or non-payment in the current uncertain times.

However, the survey also has a strong focus on the challenges and risks that companies polled believe they will encounter during the coming months, and their expectations for future business growth.

The results of our survey can supply useful insights into the current dynamics of corporate payment behaviour in B2B trade, and identify emerging trends that may shape its future. This can be extremely useful to companies doing business, or planning to do so, in the markets polled.

In this report, you will find the survey results for Poland.

The survey was conducted between the end of Q1 and the beginning of Q2 2024. The findings should therefore be viewed with this in mind.



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B2B payment practices trends

Strong credit risk management crucial amid stable trading landscape

The clear message from our survey of companies in Poland is one of stability across all the various indicators assessed. For example, an average 47% of B2B sales are currently being transacted on credit, which is virtually identical to the previous year. This suggests that trade credit continues to play a key role in the sales strategy of Polish businesses. There are differences between sectors, with an average 55% of sales being made on credit in the energy-fuel sector, but around 40% in the consumer durables industry, which is a slight downward trend from last year. Payment policies are also steady, with 60% of companies reporting no change in payment terms from last year, although shorter terms are being offered in the consumer durables sector. The average term is now 50 days from invoicing.

More than half of businesses in Poland tell us there is no significant change in B2B customer payment behaviour from last year. The majority of the rest report an improvement in payment practices, and late payments currently affect 45% of all B2B sales on credit. On average, it takes around 36 days past due for Polish companies to collect payment. This rises to 44 days in the construction industry, but is just 25 days in the consumer durables sector. Bad debts written off as uncollectable stand at 6% of all sales to B2B customers, which is no significant change from last year. Days-Sales-Outstanding (DSO) is also relatively stable for the majority of Polish companies, and the prevailing trend otherwise is improvement, especially in the consumer durables industry.

Cashflow problems among B2B customers is the main reason given for late or non-payment of invoices. In order to avoid liquidity bottlenecks due to the impact of customer credit risk, companies in Poland say they usually respond by delaying payments to their own suppliers. However, this comes with the risk of a domino effect through a particular industry. Delaying investment in property, plant and equipment is another common response, while many businesses seek short-term funding to ease cashflow issues. In the consumer durables sector they mainly resort to invoice financing, while bank loans are most popular in the energy-fuel and construction industries.

Our survey finds that credit risk management also plays a vital role for businesses in Poland as they navigate the current challenging commercial environment. Seven-in-ten companies tell us they mainly prefer to rely on their own internal resources to manage customer credit risk, and this

Key survey findings

- Trading on credit in B2B sales continues to play a key role for companies in Poland. 47% of all B2B sales are currently being transacted on credit, an almost identical figure to last year. The energy-fuels sector is most inclined, with 55% of sales on credit.
- Payment policies are also steady, with 60% of businesses reporting no significant change, although Polish consumer durables companies are extending significantly shorter payment terms. Overall, the average term is 50 days from invoicing
- 52% of Polish businesses say B2B customer payment behaviour is steady, with the majority of the rest seeing an improvement. Late payments currently account for 45% of all B2B sales, while bad debts are affecting 6% of all B2B sales.
- The main reason cited for late payments is cashflow issues among B2B customers. One-third of companies in Poland respond by delaying payments to their own suppliers, while others delay investment plans. To bridge liquidity gaps most businesses resort either to invoice financing or bank loans.
- Credit risk management measures also play a crucial role for Polish businesses. Seven-in-ten use internal funds to deal with customer credit risk, while 40% outsource the issue to an insurance company, a choice complemented by invoice financing.
- Days-Sales-Outstanding (DSO) is relatively stable for companies in our survey. 53% of businesses report no significant change in debt collection efficiency, while the majority of the rest say there is improving DSO, notably in the consumer durables sector.

is particularly so in the consumer durables sector. However, this strategy can also limit a company's ability to invest in growth opportunities or respond to unexpected financial challenges because capital is tied up in managing operational cashflow. 40% of Polish companies say they are outsourcing credit risk management to an insurance company, a choice complemented by invoice financing which allows them to leverage outstanding invoices to gain immediate cashflow.

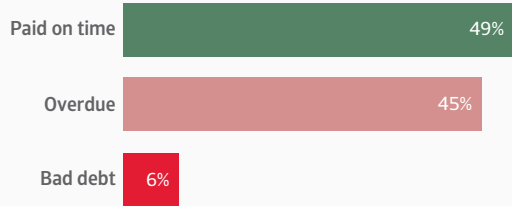
Key figures and charts on the following pages



Poland

Poland

% of the total value of B2B invoices paid on time, overdue and bad debt

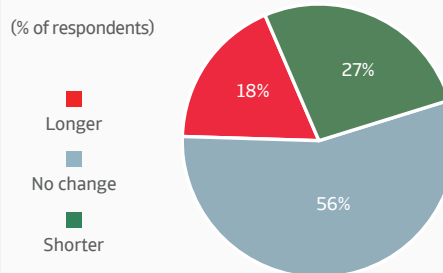


Sample: all survey respondents

Source: Atradius Payment Practices Barometer Poland – 2024

Poland

% of respondents reporting changes in payment duration* over the past 12 months



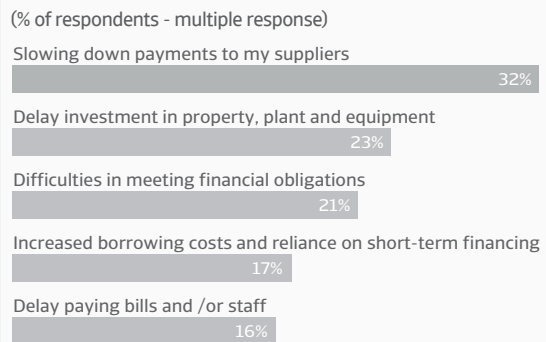
*average amount of time to get paid from B2B customers

Sample: all survey respondents

Source: Atradius Payment Practices Barometer Poland – 2024

Poland

Over the past 12 months, have late payments from your B2B customers led your company to experience any of the following situations?



Sample: all survey respondents

Source: Atradius Payment Practices Barometer Poland – 2024

Poland

What are the main sources of financing that your company used during the past 12 months?

- 41% Invoice financing
- 39% Bank loans
- 31% Internal funds
- 17% Trade credit

(% of respondents - multiple response)

Sample: all survey respondents

Source: Atradius Payment Practices Barometer Poland – 2024

Looking ahead

Optimism about surge in demand despite wide range of worries

Widespread optimism about the prospect for demand in the year ahead is the notable message from our survey of companies in Poland. 63% of businesses tell us they anticipate a surge in demand for their products and services, with the consumer durables industry particularly positive in its outlook. 26% of companies foresee no change in demand, and the minority who express pessimism are mostly found in the construction sector. There is a clear contrast with expectations about profitability during the coming months, with only 33% of businesses anticipating an improvement. Consumer durables companies have a neutral stance, while the energy-fuel industry anticipates a negative trend in profitability.

The majority of businesses in Poland say they expect stability in B2B customer payment behaviour during the year ahead. This is expressed by 60% of companies, especially in the consumer durables sector. In contrast, the Polish energy-fuel industry reports concern about a negative trend in payment practices. This sector is also clearly the most pessimistic about the outlook for insolvency risk during the coming months, whereas the others are optimistic. A mixed mood is also evident about prospects for Days-Sales-Outstanding (DSO). Again, there is most negativity among energy-fuel companies, while the construction and consumer durables sectors anticipate an improvement in DSO.

Companies in Poland express concern about a wide range of challenges, but the main anxiety surrounds the potential impact of geopolitical tensions on business operations such as supply chain disruptions. This is felt particularly in the short-term, and most acutely in the energy-fuel industry. Another major worry is about the difficulties of operating in a market where growth potential is limited due to saturation and intense competition. This apprehension is reported especially in the construction and consumer durables sectors. There is also general concern over the impact of a downturn in consumer spending as businesses strive to maintain revenue streams in a challenging economic environment.

Another prominent anxiety for companies across all sectors of our survey of Poland is environmental and sustainability matters. The increasing emphasis on

Key survey findings

- A significant majority of companies in Poland anticipate a surge in demand for products and services in the year ahead. 63% of businesses report this, with optimism particularly evident in the consumer durables sector. 26% of companies expect no change.
- There is a notably more negative mood on the prospects for profitability. Only 33% of businesses anticipate an increase in profits during the coming months, while most have a neutral or negative stance. Pessimism is especially found in the energy-fuel industry.
- Three in five Polish companies expect no significant change in B2B customer payment behaviour. The rest are mostly positive but there is negativity in the energy-fuel sector, which also expects a negative trend in insolvency risk during the year ahead.
- Our survey finds a mixed mood about the outlook for Days-Sales-Outstanding (DSO). The energy-fuel industry again expresses the highest level of anxiety, in stark contrast to consumer durables and construction companies which anticipate improving DSO.
- Among a wide range of concerns for businesses in Poland, the predominant worry is about the potential impact of geopolitical tensions. This is felt most acutely in the energy-fuel sector, while currency fluctuations concern companies operating in international trade.
- Construction and consumer durables companies express particular anxiety about operating in saturated markets which limit their potential for growth. Environmental and sustainability issues are a preoccupation across all sectors in Poland.

adopting sustainable business practices, and the requirement to adhere to environmental regulations, can have a major impact on day-to-day operations and long-term strategic planning. Adapting to the evolving regulatory landscape while maintaining competitiveness can represent a significant challenge. Currency fluctuations represent another notable anxiety among companies across all sectors of our survey of Poland, especially for those engaged in international trade.

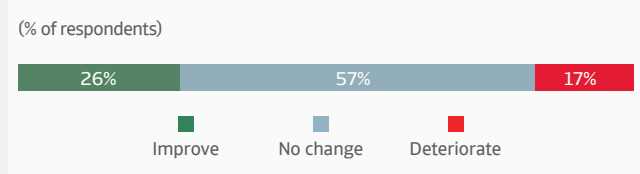
Key figures and charts on the following pages



Poland

Poland

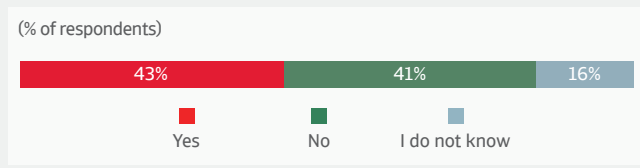
Looking ahead to the next 12 months: how do you expect the payment practices of your B2B customers to change?



Sample: all survey respondents
Source: Atradius Payment Practices Barometer Poland – 2024

Poland

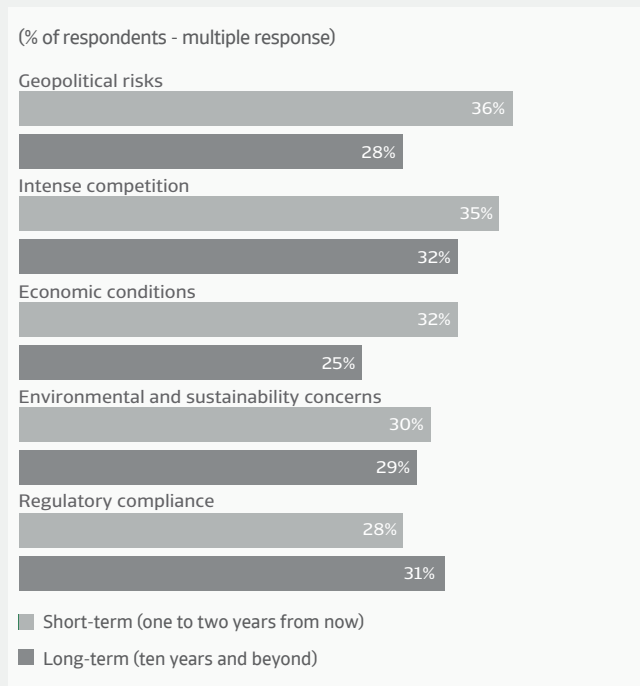
Do you see an increased insolvency risk for your customers in the next 12 months?



Sample: all survey respondents
Source: Atradius Payment Practices Barometer Poland – 2024

Poland

Looking ahead: top 5 concerns expressed by businesses polled



Sample: all survey respondents
Source: Atradius Payment Practices Barometer Poland – 2024

Poland

How do you expect your average DSO to change over the next 12 months?

- 40% Improve
- 41% No change
- 19% Deteriorate

(% of respondents)

Sample: all survey respondents
Source: Atradius Payment Practices Barometer Poland – 2024

Survey design

Atradius conducts annual reviews of international corporate payment practices through a survey called the Atradius Payment Practices Barometer. Companies polled in Poland are the focus of this report, which forms part of the 2024 edition of the Atradius Payment Practices Barometer. A change in research methodology means year-on-year comparisons are not feasible for some of these survey results. Using a questionnaire, CSA Research conducted 210 interviews in total. All interviews were conducted exclusively for Atradius.

Survey scope

- **Basic population:** Companies from Poland were surveyed, and the appropriate contacts for accounts receivable management were interviewed
- **Sample design:** The Strategic Sampling Plan enables us to perform an analysis of country data crossed by sector and company size. It also allows us to compare data referring to a specific sector crossed by each of the economies surveyed.
- **Selection process:** Companies were selected and contacted by use of an international Internet panel. A screening for the appropriate contact, and for quota control, was conducted at the beginning of the interview.
- **Sample:** N=210 people were interviewed in total. A quota was maintained according to four classes of company size.
- **Interview:** Computer Assisted Web Interviews (CAWI) of approximately 15 minutes duration. Interview period: The survey was conducted between the end of Q1 and the beginning of Q2 2024. The findings should therefore be viewed with this in mind.

Sample overview – Total interviews = 210

Business sector	Interviews	%
Manufacturing	53	25
Wholesale trade	26	12
Retail trade/Distribution	98	46
Services	33	17
TOTAL	210	100
Business size	Interviews	%
SME: Small enterprises	42	21
SME: Medium enterprises	70	33
Medium Large enterprises	70	33
Large enterprises	28	13
TOTAL	210	100
Agri-Food	65	31
Construction	73	35
Consumer Durables	72	34
TOTAL	210	100

Methodological note

Last year different sectors were included in the survey for Poland. This makes year-on-year comparisons unfeasible for certain topics for the current year. For a detailed overview of last year's survey results for Poland, please refer to the specific report available on the [Atradius website](#).

Interested in finding out more?

Please visit the [Atradius](#) website where you can find a wide range of up-to-date publications. [Click here](#) to access our analysis of individual industry performance, detailed focus on country-specific and global economic concerns, insights into credit management issues, and information about protecting your receivables against payment default by your customers.

Follow us to stay up to date with our latest releases by [subscribing](#) to notifications of our Publications, and receive weekly emails with alerts to when new reports are published.

To find out more about B2B receivables collection practices in **Poland and worldwide**, please visit atradiuscollections.com.

For Poland please visit atradius.pl

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