



POLAND



VS



PORTUGAL



30.06.16 / 21:00
Marseille

Population: 38.5 m
GDP: 526 bn USD

Population: 10.5 m
GDP: 227.3 bn USD

17% credit card penetration
52% smartphone penetration



Borrowing on a credit card is not as popular in Poland as in other countries. 44% of adults indicate a preference for saving.



Biggest football victory
10:0 against San Marino
(2009, World Cup, qualifying round, Kielce)



Poland has the **largest banking sector** by both value and population in the region and still has considerable room for growth.



Biggest football defeat
0:8 against Denmark
(1948, friendly match, Copenhagen)

60.8% internet access, which is higher than both the world (40.7%) and Central & Eastern Europe (52.2) averages.



Poland is among **the fastest growing e-commerce markets** in the European Union – it has a stable growth rate of **25% year on year** meaning e-commerce is still expanding rapidly.



7.4 billion USD B2C e-commerce

78% bank account penetration, which is 20% higher than the Eastern Europe average.

Share of e-commerce transactions:
44% bank transfer, 37% card based, 15% e-wallet, 3% cash based, 1% other



During their last 12 qualifying rounds, Poland ended up in groups with England seven times. The team failed to win even one of their 14 games against the Three Lions, losing all of their away games.



The bank transfer system **multibanco** is the most popular alternative payment method in Portugal.



3.29 billion USD B2C e-commerce
2.2 m users shop online with 12% cross-border.



Biggest defeat
0:10 against England
(1947, friendly match, Lisbon)



64.6% internet access



87% bank account penetration
29% credit card penetration



The most popular payment methods are still card based with **bank transfers gaining market share.**



At the 2006 World Cup finals in Germany, Portugal became the most recent selection for "FIFA's Most Entertaining Team". This award was given to the team which demonstrates the most positive approach to play during the championship.



Biggest victory
8:0 against Kuwait
(2003, friendly match, Leiria)



"Special interest" is the most popular category of products purchased online, followed by "Clothes and Shoes" and "Consumer electronics & physical media."



Share of e-commerce transactions:
81% card based, 8% bank transfer, 4% E-wallet, 3% cash based, 3% other



ALL ABOUT FOOTBALL:	
Number of UEFA EUROs, including 2016	3 : 7
UEFA EURO games played	6 : 28
victories	0 : 15
defeats	3 : 8
draws	3 : 5
UEFA EURO goals scored	3 : 40
UEFA EURO goals conceded	7 : 26