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Economy

ECONOMIC SITUATION OF THE WIELKOPOLSKA REGION

The Wielkopolska Region is one of the most economically developed regions in Poland, consistently ranking among the country's leaders across a wide range of economic statistical indicators. It is characterised by a relatively high concentration of business entities and invested foreign capital, as well as a long-standing low registered unemployment rate. The region's economic standing is the result of systematic growth driven by a substantial degree of industrialisation and an advanced technological level. Factors contributing to this rapid economic development include the high potential of local human capital, good transport connections, an extensive business support infrastructure, and deep-rooted traditions of industrial and commercial culture.

Science plays a vital role in the dynamic development of the region and the enhancement of its economic competitiveness. Together with business and local governments, the scientific community aims to transform Wielkopolska into an innovative, knowledge-based economy. Wielkopolska is developing advanced technologies in fields such as information technology, the automotive industry, and highly specialised services. Furthermore, the region identifies and supports sectors capable of becoming new pillars of growth, including renewable energy sources (with a particular focus on hydrogen), the space sector, and artificial intelligence. The challenges emerging from rapid technological progress, climate change, and their subsequent economic and social consequences form the foundation of the ongoing processes to restructure the region's economic potential. The strategic Smart Specialisations, which remain a priority for the implementation of regional innovation policy, include:

- Bio-based raw materials and food for conscious consumers,
- Interiors of the future,
- Industry of tomorrow,
- Specialised logistical processes,
- ICT-based development,
- Modern medical technologies.

Selected economic indicators of the region

Gross Domestic Product

According to preliminary estimates, the GDP value in Wielkopolska reached PLN 359,824 million in 2024, accounting for 9.8% of Poland's total GDP. This placed the region 3rd in the country, behind the Warsaw Capital Region (18.5%) and the Śląskie Voivodeship (11.5%).

GDP per capita reached PLN 102,129, which was higher than the national average (PLN 97,357) and exceeded the values recorded in most Polish regions (better results were noted only in the Warsaw Capital and Dolnośląskie regions). The GDP per capita value (expressed in Purchasing Power Standards – PPS) remained below the EU average, standing at 82% of the EU-27 average.

Entities of the national economy in the National Official Business Register / REGON (March 2025)

At the end of December 2025, there were 530.9 thousand entities of the national economy recorded in the REGON register for the Wielkopolska Region (excluding individuals running individual farms in agriculture). These accounted for 9.8% of all units in Poland, ranking the region 3rd nationally behind the Mazowieckie (20.0%) and Śląskie (10.2%) voivodeships.

The entrepreneurship indicator, expressed as the number of entities per 10,000 population of working age, amounted to 2,603, which was higher than the national average (2,499). In terms of territorial distribution, the most attractive location for conducting business activity was the city of Poznań along with the surrounding Poznań District (powiat poznański) (with 4,276 and 3,058 entities per 10,000 population of working age, respectively), followed by Leszno (3,016). Conversely, the lowest values for the entrepreneurship indicator were recorded in the Złotów (1,688) and Koło (1,714) districts.

The largest group of entities comprised units operating in the following sectors:

- trade; repair of motor vehicles (18.7% of total entities),
- construction (15.9%),
- professional, scientific, and technical activities (10.9%),
- manufacturing (8.1%).

The vast majority of national economy entities belonged to the private sector (96.1% of total entities).

Micro-entities (with an expected number of employees up to 9 upon entry into the register) predominated among the registered units. In December 2025, they constituted 96.9% of all entities.

The number of commercial companies headquartered in the Wielkopolska Region reached 69.0 thousand (2nd place in the country), with capital companies (joint stock companies/limited liability companies) making up 88.3% of that figure. Among these commercial companies, 9.1% (i.e., 6,246 units, ranking 4th nationwide) were entities with foreign capital participation.

Economic activity of the population (aged 15-89)

In the fourth quarter of 2025 (according to the Labour Force Survey – LFS / BAEL), the economically active population in the Wielkopolska Region comprised 1,716 thousand people, including 1,668 thousand employed and 48 thousand unemployed individuals.

The economically inactive population stood at 1,114 thousand people.

The activity rate reached 60.6% (3rd place in the country) and showed variation by gender – amounting to 67.8% for men and 53.9% for women.

Meanwhile, the employment rate reached 58.9% (3rd place in the country), standing at 66.7% among men and 51.7% within the female population.

Registered unemployment

At the end of December 2025, the records of local labour offices (powiatowe urzędy pracy – PUP) in the Wielkopolska Region included 56.1 thousand unemployed individuals (with women accounting for 54.4%).

The registered unemployment rate stood at the lowest level in the country at 3.5%. The intensity of unemployment across the region was varied, with the highest levels persisting in its eastern and northern parts. The highest unemployment rates were recorded in the following districts: Konin District (9.6%), Chodzież and Słupca districts (7.9% each), and the city of Konin (7.0%), while the lowest were found in the Poznań District (1.2%, powiat poznański), the city of Poznań (1.4%), and the Kępno District (1.6%).

Average employment in the enterprise sector

In 2025, the average employment in the enterprise sector in the Wielkopolska Region amounted to 861.6 thousand people (2nd place in the country, behind the Mazowieckie Region). Two sections consistently dominated the employment structure:

- manufacturing (35.8% of total employees),
- trade; repair of motor vehicles (35.0%).

In December 2025 alone, employment in the enterprise sector rose to 863.4 thousand people.

Wages in the enterprise sector

In 2025, the average monthly gross wage in the enterprise sector in Wielkopolska was PLN 8,013.38, which was lower than the national average (PLN 8,934.98) and placed the region 9th among all voivodeships.

The highest wages were received by employees in the following sections:

- information and communication (PLN 14,215.78),
- electricity, gas, steam, and air conditioning supply (PLN 12,345.88).

On the other hand, the lowest wage levels persisted in units dealing with accommodation and catering (PLN 5,956.41).

Pliki do pobrania:

- Wielkopolska region - economic overview - 0.65 Mb

Dziękujemy za odwiedziny i zapraszamy ponownie