

How does the Żabka Group make everyday life easier?

The mission of the Żabka ecosystem is to make people's daily lives easier. To do this effectively, we need to get to know our customers and know what they do on a daily basis, what routines they have, what daily challenges they have, what is missing in their lives that would help them function even better. We know that they lack time, which is why one of the main benefits we give is to save time with our innovative products and services.

On the one hand, Żabka is Poland's largest chain of stores that reaches as much as half of the adult Polish population, being open every day and helping to make their lives easier. In addition to the stores, where you will of course find products and services as part of the Żabka ecosystem, we have also built several other areas that are a little on the border between the physical and the digital world.

Such services are, for example, Żabka Jush! This is a fifteen-minute shopping experience that we can order at any time via the app. There is also the Delio platform, where we can order larger purchases with same-day delivery, with a wider variety of fresh products.

In addition to the list, there is also diet catering under the Maczfit brand within the Żabka Group. This catering provides us every morning with a delivery to our door, of fresh dishes, which are composed to suit our preferences, both nutritional and individual tastes.

In the ecosystem, we also have the Dietly platform. It is a platform that gives a convenient choice and access to the majority of diet caterers available on the Polish market. Thanks to the platform, we can order from one place, change diets and be sure to have solutions tailored to us.

We are committed to ensuring that the Żabka Group ecosystem, which combines products and services that help people simplify their daily life tasks, continues to evolve and adapt to their changing needs. Which is why we are determined to develop it in the future.