

Strong cities



City attractiveness, office market, HR trends

Q3 2025

The office market sentiment, the investment potential of the city and the labour market.

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Krakow

Prepared
in cooperation with



CENTRUM
Business in Małopolska

Michael Page

Krakow



City area
327 sq km



Population
809 200



Population forecast
1.5m



Unemployment rate
2.5%
(08.2025, GUS)



Average salary (gross)
PLN 10.846,47
(in the business sector,
08.2025, GUS)

Investment attractiveness

Rankings

1ST
PLACE

in the business friendliness category of the fDi's European Cities and Regions of the Future 2025 ranking (among large cities)

1ST
PLACE

in the human capital and lifestyle category of the fDi's European Cities and Regions of the Future 2025 ranking (among large cities)

3RD
PLACE

overall in the fDi's European Cities and Regions of the Future 2025 ranking (among large cities)

6TH
PLACE

in the economic potential category of the fDi's European Cities and Regions of the Future 2025 ranking (among large cities)

20TH
POSITION

in the TOP 100 Super Cities list in the Tholons Global Innovation Index 2021



The title of Award in „**Municipality for 5!**” and the title of „**Golden Municipality for 5!**” in the 2023/24 edition of the ranking prepared by the Student Scientific Association of Acceleration, on behalf of the Institute of Entrepreneurship at the Warsaw School of Economics



Investment incentives

Government Investment Support
Program grants

Polish Investment Zone
- income tax exemption

Real estate tax exemption

Assistance under the EU Funds

Available tax incentives include:
R&D tax relief, IP BOX, robotization
tax relief, expansion tax relief and
relief for innovative employees

Support for business
environment institutions
- incl. Business in Małopolska Centre

Quality of life

Rankings

||||| The Krakow Old Town and Wawel Hill
on the UNESCO World Heritage List

||||| European Capital of Culture 2000

||||| UNESCO City of Literature

||||| IFEA World Festival & Event City

Quality of life in numbers

CULTURE AND ENTERTAINMENT

- 400 cultural events annually
- Over 100 festivals and artistic-entertainment events annually (including the Jewish Culture Festival, Dragon Parade, Film Music Festival)
- More than 1000 monuments
- Over 100 museums and art galleries
- 16 theaters
- 12 cinemas
- Over 200 restaurants (23 restaurants featured in the Michelin Guide 2025, including 2-star Bottiglieria 1881)
- 15 regional products protected by EU regulations (including obwarzanek, oscypek, Krakow-style żurek, carp from Zator)

TRANSPORT

- 27 tram lines and 173 bus lines
- 4 Fast Commuter Rail lines
- 317 km of bicycle paths
- 11m passengers handled in one year by Krakow-Balice Airport

INFRASTRUCTURE

- 1.83m sq m of modern office space
- 190 hotels with 23,000 rooms (including 16 five-star hotels)
- Modern congress and entertainment infrastructure (including ICE Krakow Congress Centre with 5,200 seats, TAURON Arena Krakow – 24,000 seats)

NATURAL ENVIRONMENT

- 75 parks, 43 pocket parks
- 21 community gardens
- 30 hectares of flower meadows
- 1,590 hectares of forests
- 80% of the city's residents have 5-minute access to green spaces



Bike paths
317 km



Green areas
50,4%
of the cities area

Facts & Figures



Number of students
132,000
(2023/2024, GUS)



Number of graduates
32,000
(2023/2024, GUS)



Number of universities
23



Airport - distance to the city centre
11 km



Airport - number of passengers
11m (2024)



BSS sector - number of centres
312
(ABSL 2025)



BSS sector - number of employed
107,800
(ABSL 2025)

RATING
AGENCY

S&P

RATING

A- (stable)

Krakow

Q3 2025



Existing stock
↑ 1.85m sq m



Supply under construction
↓ 56,000 sq m



Vacancy rate
↑ 18.6%



New supply
↑ 12,000 sq m



Take-up
↑ 204,000 sq m

Coworking operators in Krakow

At Office | Business Link |
 Chilliflex | CitySpace |
 Regus | Loftmill | Cluster Offices

Standard lease terms in new buildings



Service charge
 PLN/sq m/month
16.00-29.00



Rent-free period
1-1.75 month
 for each contract year



Fit-out budget
 EUR/sq m
380.00-500.00

► Krakow remains the largest regional office market in Poland, with a total stock of 1.85m sq m, representing over 14% of the country's overall office supply. Demand for office space continues to be robust, with Krakow recording the highest take-up among regional cities as of the end of September 2025. However, the vacancy rate has increased, driven by the substantial volume of new supply entering the market.

SUPPLY

In the first three quarters of 2025, nearly 12,000 sq m of office space was completed in Krakow, delivered through two projects: Stella Office (9,900 sq m) and Kamienica Krakow (over 2,000 sq m). As a result, Krakow accounted for approximately 66% of all new office supply across Poland's regional markets during this period.

Currently, more than 56,000 sq m of office space is under construction and will be gradually delivered over the coming years. The largest project underway is the first phase of Tischnera Green Park (24,000 sq m), developed by Stalprodukt.

TAKE-UP

As of the end of September 2025, total leasing activity in Krakow reached nearly 204,000 sq m, marking a 21% year-on-year increase. This was the highest volume among all regional cities, accounting for 39% of total regional leasing activity and nearly double the volume recorded in Wrocław, which ranked second. Most transactions were concluded in Q2, while Q3 saw a significant slowdown, with only 32,000 sq m leased.

Renewals dominated the leasing structure, representing 68% of total activity, as tenants remained cautious about costs related to fit-out and relocation. New leases accounted for 26%, while expansions made up just 6%.

At the same time, tenant interest in sustainable buildings continues to grow. By the end of Q3 2025, 85% of total leasing volume was concentrated in buildings with green certifications, with 42% of that space located in properties holding the highest ratings, such as BREEAM Excellent and Outstanding, and LEED Platinum.

VACANCY RATE

The delivery of new office space combined with subdued demand in Q3 2025 led to an increase in Krakow's vacancy rate, which reached 18.6%. This represents a 1.3 pp rise quarter-on-quarter, but a 0.3 pp decline year-on-year. Despite the recent uptick, strong take-up is expected to support market stability, with the vacancy rate likely to remain contained in the coming quarters.

RENTS

Headline rents in modern office buildings in Krakow remained stable in Q3 2025 compared to the previous quarter, ranging from 10 to 18 EUR/sq m/month. In the most prestigious buildings located in central areas, rents exceeding the upper end of this range were observed. Service charges also remained steady, generally falling between PLN 16 and 29 per sq m/month.

Office market in Poland

Q3 2025



SZCZECIN

190,000 sq m
6.8%
EUR 10-14.5

POZNAŃ

675,000 sq m
13.6%
EUR 11.5-16

WROCŁAW

1.34m sq m
21.8%
EUR 11-16

KATOWICE

742,000 sq m
23.4%
EUR 10-14.5

TRICITY

1.07m sq m
11.9%
EUR 11-16

WARSAW

6.25m sq m
9.7%
EUR 12-32

ŁÓDŹ

643,000 sq m
19.7%
EUR 9-15

LUBLIN

225,000 sq m
10.3%
EUR 9-13

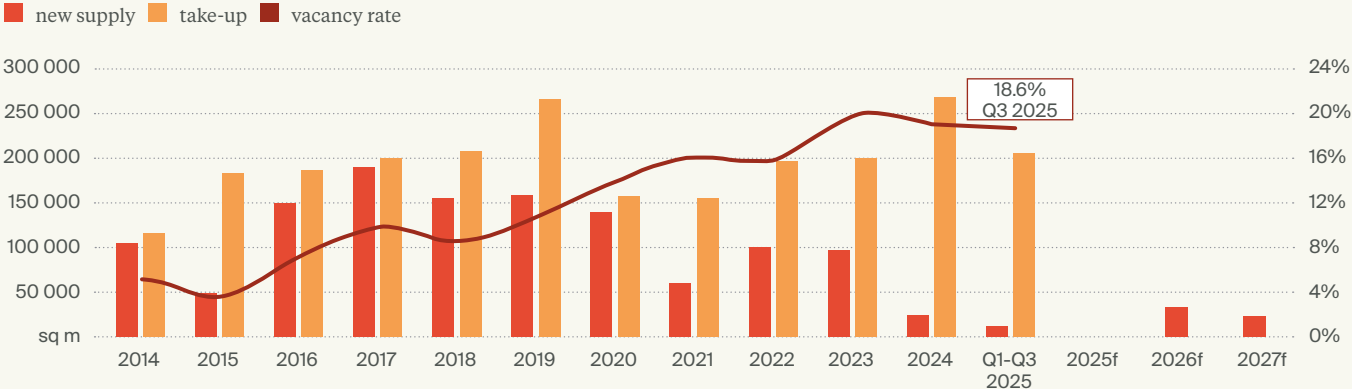
KRAKOW

1.85m sq m
18.6%
EUR 10-18

 - office stock  - vacancy rate
 - asking rents (per sq m per month)

Source: Knight Frank

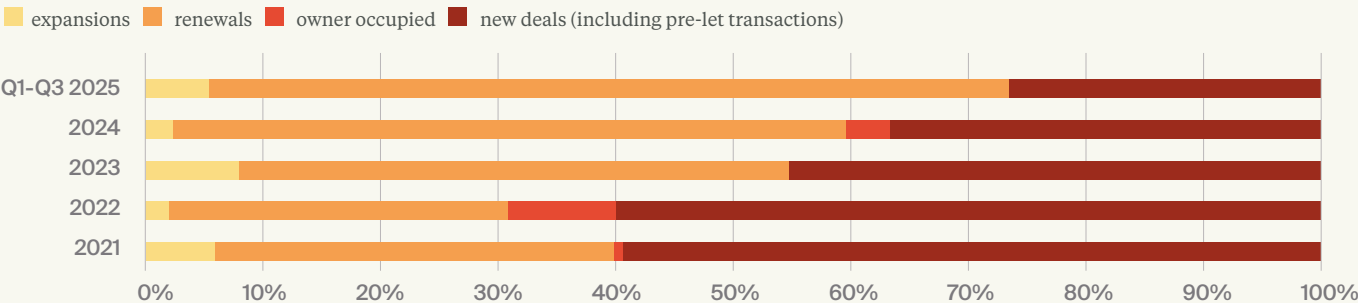
Annual new supply, take-up and vacancy rate in Krakow



f-forecast based on schemes under construction

Source: Knight Frank

Take-up structure in Krakow



Source: Knight Frank

Michael Page Salary and Labour Market Trends Review 2026: Salaries Under the Microscope – The Labour Market in the Era of Stability

- Stability has returned to the Polish labour market, yet both employees and businesses have become more cautious. Double-digit pay rises when changing employers are now rare, and wage growth depends largely on the role and market conditions. According to the Michael Page Talent Trends 2025 report, only 34% of professionals are actively seeking new employment. In shortage areas such as finance and IT, particularly in areas of restructuring, process optimization, cybersecurity, and big data analytics, candidates still hold the upper hand. However, in most sectors, the market increasingly favours employers.

After a period of change and unpredictability, the Polish labour market has entered a phase of relative stability. Companies, operating amid economic and geopolitical uncertainty and lower inflation, are shaping their pay policies more cautiously. Therefore, according to Michael Page experts, we should not expect a return to double-digit pay rises based solely on changing employers. Instead, pay adjustments are more likely to reflect specific roles and market realities. While candidates still maintain strong bargaining power in shortage roles, the balance is shifting in most industries towards employers.

This shift is clearly visible in recruitment processes. Candidates who in recent years grew accustomed to inflation-driven pay rises of 20–30% are now unlikely to change jobs for a modest 5–10% increase. A 30% pay rise, however, remains a strong motivator. The Talent Trends 2025 report also confirms that only 34% of professionals are actively seeking a new role. On the other hand, recruitment processes have lengthened significantly - from

around 50 days to 80, and in some cases even up to 100 days. Employers are making decisions more cautiously, introducing additional candidate verification stages.

“The market has now entered a phase I describe as tactical patience, as both candidates and employers are more careful. We are seeing a decline in momentum, visible through longer recruitment processes and more prudent pay policies. In shortage roles, candidates still have the advantage - for example, positions linked to cybersecurity, whose importance has grown considerably. However, in most sectors, the market is clearly shifting towards employers. At the same time, when deciding to change jobs, it is worth considering the long-term career prospects offered by the new role,” comments Radosław Szafrński, Managing Director and Board Member at Michael Page.

MOST SOUGHT-AFTER SPECIALISTS – WHAT SALARIES CAN THEY EXPECT?

The most in-demand professionals today include finance experts,

particularly in areas such as restructuring, business optimisation, and the digitalisation of processes and sales. Accountants can expect to earn around PLN 10,000 gross per month, while independent accountants typically receive between PLN 11,000 and 14,000 gross. Heads of Accounting Departments earn between PLN 29,000 and 35,000 gross. Financial analysts most often receive between PLN 11,500 and 14,000 gross, while Finance Directors can expect around PLN 35,000 gross.

The IT sector also offers strong opportunities, particularly in cybersecurity and big data analytics. Based on employment contracts, a Security Analyst earns between PLN 18,000 and 22,000 gross, an IT Security Officer between PLN 20,000 and 25,000, and a Chief Information Security Officer (CISO) between PLN 35,000 and 50,000 gross. In big data, Data Analysts earn between PLN 12,000 and 18,000 gross, while Data Architects earn between PLN 20,000 and 30,000 gross.

Conversely, industries such as

automotive or energy-intensive manufacturing are recruiting more cautiously. An interesting trend can also be seen in the shared service centres sector, where demand is growing for higher-value business roles such as process analysts, financial controllers, and automation specialists.

“Currently, we are observing the greatest demand in finance and IT, particularly in cybersecurity, big data analytics, and process restructuring. Specialists capable of improving and optimising processes generate the most value for businesses. The key competency for the future will be adaptability - leaders who can respond quickly to change, adjust strategies flexibly, and anticipate trends. These

abilities help maintain a competitive edge in an era of constant change and the growing influence of artificial intelligence,” explains Szafrński.

NEW EXPECTATIONS FROM CANDIDATES AND EMPLOYERS

In a mature and more cautious labour market, the expectations of both employers and candidates are evolving. Companies are increasingly looking for professionals who can deliver measurable impact, operate effectively in complex environments, and remain resilient to change. Candidates, in turn, value pay transparency, sensible hybrid working models, career development opportunities, and

trust in relationships with managers. In this context, the introduction of mandatory salary range disclosure represents a significant shift, likely to influence candidate expectations. On the other hand, it will also help improve alignment and reduce the risk of disappointment. As Michael Page experts point out, companies that strike the right balance between business strategy and the human aspect of work will have the advantage. In light of the demographic decline - according to Eurostat data, around 136,000 people are leaving the labour market - this balance will be crucial in the competition for top talent.



REAL ESTATE

Commentary by Piotr Sulerzycki, Director at Michael Page

The real estate labour market remains a candidate's market. Employers continue to struggle to find experienced professionals, especially in technical and managerial areas.

Among the most sought-after competencies, soft skills are playing an increasingly important role, such as independence, creativity, problem-solving ability, and relationship-building. Digital competencies are also gaining importance, particularly in marketing and sales, where new technological tools are becoming increasingly widespread. In property design and management, the first applications of artificial intelligence are emerging, although the industry is only just beginning its technological transformation.

The sector still offers opportunities for professional growth - both for experienced specialists and those looking to start a career in real estate. It is an ideal time to develop technological skills and capitalize on the ongoing industry transformation. It is also worth noting that regional salary differences are becoming smaller. Large nationwide companies tend to maintain similar pay levels, while smaller local firms usually offer slightly lower rates.

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Reports are produced on a quarterly basis and cover all sectors of commercial market (office, retail, industrial, hotel) in major Polish cities and regions (Warsaw, Krakow, Łódź, Poznań, Silesia, Tricity, Wrocław, Lublin, Szczecin) and PRS sector in Poland. Long-term presence in major local markets has allowed our research team to build in-depth expertise of socio-economic factors affecting real estate market in Poland.

Report
library:



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The Business in Małopolska Center is a joint initiative of the Małopolska Region, Małopolska Regional Development Agency and the Krakow Technology Park, which offers an integrated system of servicing investors and exporters, it also provides ongoing information services to entrepreneurs about external sources of financing of investment and export activities.

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