



The Global Language of Business

Marketplaces case study

# Allegro: Improving online shopping at a quick tempo

Poland's most popular shopping platform is making things better for shoppers and for sellers by deploying GS1 standards



## Challenge

---

As they grew, Poland's Allegro marketplace had problems with duplicate listings that made it difficult for shoppers to find the product they wanted.

## Solution

---

Trusted identifiers like the GS1 Global Trade Item Number (GTIN) are helping Allegro build a more accurate, more easily searchable product catalog and provide a better experience for sellers and shoppers alike.

## Benefits

---

GTINs have allowed Allegro to unequivocally identify products, detect and merge duplicates and keep their product data clean.

**Allegro is the most popular online shopping platform in Poland and the largest e-commerce player of European origin. Originally a small online flea market, today Allegro is a professional marketplace linking more than 157,000 specialised sellers with more than 20 million users in six markets across Central and Eastern Europe.**

In the early days of the Allegro marketplace, every product available for purchase had its own separate listing. This too frequently resulted in the same product appearing in search results multiple times.

Shoppers don't like that, which is why, starting in 2020, Allegro began linking all offers for the same product—in other words, if a certain specific model of television is available from multiple sellers, all those offers are visible on the same page.

### **Unique identification powers Allegro**

Today, merchants wishing to list an item on Allegro must first search to see if the item already exists in the Product Catalog. The GS1 GTIN is the main search parameter.

If sellers don't find a preexisting product, they then create a new item by indicating details such as its name, parameters, description, price and so forth—and, of course, its GS1 GTIN.

In fact, the GTIN is now a required parameter for more than half of all product categories on Allegro.

### **Verifying the validity of GTINs**

Initially, Allegro only did very basic checks on listed GTINs—checking whether or not uploaded GTINs contained the proper number of characters and performing a “check digit” calculation to see whether it was correctly composed.

This soon proved to be insufficient, so in 2023, the marketplace connected to Verified by GS1, a global solution that enables companies like Allegro to check if the GTIN is genuine.

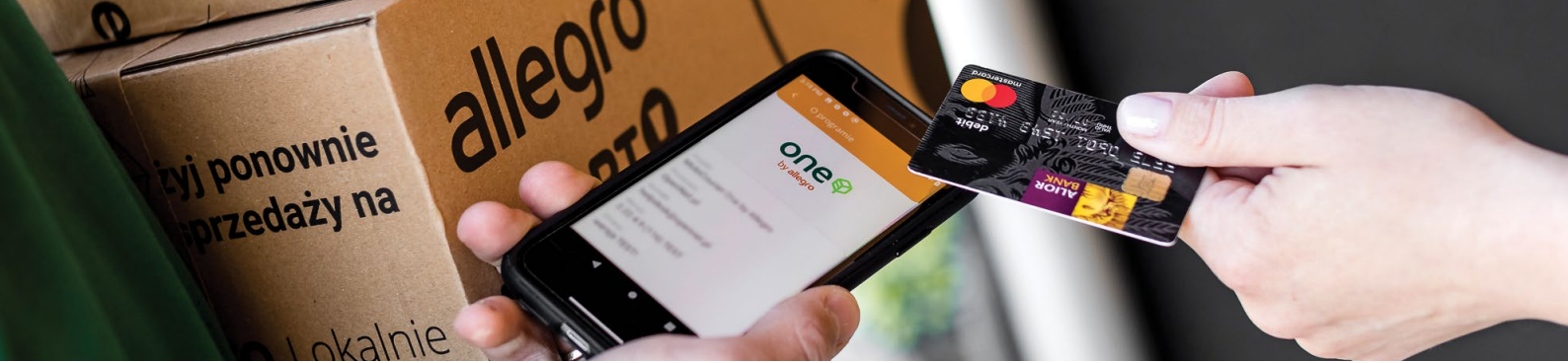
**Tomasz Kaczmarek**, product manager at Allegro, explains:

“When a product is identified with an incorrect GTIN, usually it allows us to find duplicates for this product based on other data provided by the merchant. If this effort fails, what we do with the product depends on the quality of its other data. In cases where the additional data is also of low quality, we remove the product from our system completely.”

Associating only genuine, verified GTINs with items for sale is very important for Allegro because GTINs allow the marketplace to unequivocally identify products, detect and merge duplicates and keep their product data clean—improving the shopping experience by making it easier for consumers to find what they are looking for. Additionally, GTINs facilitate the listing process for sellers.

**“Through Verified by GS1, Allegro can now check whether GTINs supplied by sellers come from GS1.”**

— **Tomasz Kaczmarek**  
Product Manager, Allegro



### GTINs open access to other services

Including a GTIN when listing a product also allows merchants to take advantage of “One Fulfillment by Allegro,” the marketplace’s fulfillment service. In fact, access to One Fulfillment by Allegro requires the product itself to have a GS1 barcode affixed to its packaging. By having an item’s GTIN in their computer system and that same GTIN encoded into the barcode on the physical product, Allegro can much more efficiently manage stock movements in both their warehouses and their processes.

### Valuable support from GS1 Poland

GS1 Poland has supported Allegro as they have grown and transformed. Their collaboration began with a series of educational webinars about GS1 standards that were held for both Allegro employees and for sellers on the Allegro platform. GS1 experts also shared best practices with Allegro teams on GTIN verification methods and helped Allegro connect to Verified by GS1.

### Allegro Product Catalog

Starting in 2019, Allegro began to display its offers in an even more consistent and organised way by creating one unified **Allegro Product Catalog** that contains all the products that sellers list in their offers.

As a unique, consistent and globally recognisable identifier, the GTIN is an important element for building

and implementing the Allegro Product Catalog because it allows Allegro to easily differentiate one product from another. Beyond the GTIN, sellers will also be required to list their items’ brand or manufacturer, serial number or manufacturer’s code and model.

In April 2024, Allegro launched a “lobby” or “waiting room” where new item listings briefly wait while the validation and verification processes are completed.

Allegro expects all of this to improve the shopping experience for customers by speeding up the search for products, providing them with more complete product information and making it easier for them to compare the offers by different sellers.

The new system also benefits sellers by reducing the amount of time needed to get items online. In fact, Allegro internal research suggests that listing time is **36% faster**, in part because after entering an item’s GTIN, a range of other product attributes will be automatically displayed.

“By consolidating offers for identical products and implementing a robust GTIN verification process with support from GS1 Poland, we have already streamlined our product listings, reduced duplicates and improved data quality,” says Tomasz. “Our Allegro Product Catalog further demonstrates our commitment to leveraging GS1 global standards to maintain our market leadership and enhance the e-commerce experience for buyers and sellers.”

Allegro has:

**~20 million**  
users per month

**140 million**  
products in its catalog



## About Allegro

Allegro is the most popular online shopping platform in Poland and the largest e-commerce player of European origin. The Allegro marketplace connects millions of international customers to thousands of merchants who offer products in categories including Automotive, Fashion, Home & Garden, Electronics, Books & Collectibles, Kids and Health & Beauty. The successful launches of the Allegro.cz platform in Czechia and Allegro.sk in Slovakia are the group's first steps in the planned rollout of Allegro's successful marketplace model across the region. At its start a simple auction site for individuals looking for an online alternative to their local flea market, Allegro is today a must-have sales channel for both professional sellers and top international brands and retailers.

[allegro.pl](https://allegro.pl)

## About GS1

GS1 is a neutral not-for-profit organisation that develops and maintains the most widely used global standards for efficient business communication. We are best known for the barcode, named by the BBC as one of “the 50 things that made the world economy.” GS1 standards improve the efficiency, safety and visibility of supply chains across physical and digital channels in 25 sectors. Our scale and reach—local Member Organisations in 118 countries, 2 million user companies and 10 billion transactions every day—help ensure that GS1 standards create a common language that supports systems and processes across the globe.

[www.gs1.org](https://www.gs1.org)

# allegro

---

### GS1 AISBL

Avenue Louise 523, BE-1050 Brussels, Belgium  
T +32 (0)2 788 78 00 | F +32 (0)2 788 78 99 | E [contactus@gs1.org](mailto:contactus@gs1.org)  
[www.gs1.org](https://www.gs1.org)

GS1 is a registered trademark of GS1 AISBL.  
All contents copyright © GS1 AISBL 2025.  
Printed on recycled paper.