

# Video Games in Poland

May 2023

Table of Contents

## Video Games in Poland - Category analysis

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Mobile gaming adopted by wider audience in Poland  
E-sports development drives interest in video games  
Online marketplaces gain traction

#### PROSPECTS AND OPPORTUNITIES

Online games to drive overall category growth  
Subscription model is expected to gain share from single-game purchases  
Technological developments will be used to capture interest in new products

#### CATEGORY DATA

Table 1 - Sales of Video Games by Category: Value 2017-2022  
Table 2 - Sales of Video Games by Category: % Value Growth 2017-2022  
Table 3 - NBO Company Shares of Video Games: % Value 2018-2022  
Table 4 - LBN Brand Shares of Video Games: % Value 2019-2022  
Table 5 - NBO Company Shares of Video Games Hardware: % Value 2018-2022  
Table 6 - LBN Brand Shares of Video Games Hardware: % Value 2019-2022  
Table 7 - NBO Company Shares of Video Games Software: % Value 2018-2022  
Table 8 - Distribution of Video Games by Format: % Value 2017-2022  
Table 9 - Distribution of Video Games Hardware by Format: % Value 2017-2022  
Table 10 - Distribution of Video Games Software by Format: % Value 2017-2022  
Table 11 - Distribution of Video Games Software (Physical) by Format: % Value 2017-2022  
Table 12 - Distribution of Video Games Software (Digital) by Format: % Value 2017-2022  
Table 13 - Forecast Sales of Video Games by Category: Value 2022-2027  
Table 14 - Forecast Sales of Video Games by Category: % Value Growth 2022-2027

## Toys and Games in Poland - Industry Overview

### EXECUTIVE SUMMARY

Toys and games in 2022: The big picture  
2022 key trends  
Competitive landscape  
Retailing developments  
What next for toys and games?

#### MARKET DATA

Table 15 - Sales of Toys and Games by Category: Value 2017-2022  
Table 16 - Sales of Toys and Games by Category: % Value Growth 2017-2022  
Table 17 - NBO Company Shares of Toys and Games: % Value 2018-2022  
Table 18 - LBN Brand Shares of Toys and Games: % Value 2019-2022  
Table 19 - Distribution of Toys and Games by Format: % Value 2017-2022  
Table 20 - Forecast Sales of Toys and Games by Category: Value 2022-2027  
Table 21 - Forecast Sales of Toys and Games by Category: % Value Growth 2022-2027

### DISCLAIMER

### SOURCES

Summary 1 - Research Sources

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/video-games-in-poland/report](http://www.euromonitor.com/video-games-in-poland/report).