

Video Games in Poland

August 2025

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Global players retain double-digit share with wide product reach Varsav Game Studios leverages niche focus for success in gaming Scopely acquisition of Niantic raises competition and engagement Local players look to drive immersive, high-tech gaming experiences

CHANNELS

Steam and Epic Games Store help drive sales of digital video games

Media Expert and Xbox expand in-store presence; Allegro strengthens publisher ties

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Consumers demand educational and culturally relevant toys and games

COMPETITIVE LANDSCAPE

Video games players lead overall, but LEGO Group benefits from dominance of construction EduSense expands its market presence through educational integration of Ozobot Potential acquisitions could significantly impact competitive landscape

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