



Video Games in Poland

August 2025

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Further shift towards digital content drives sales of video games software

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Digital downloads and subscriptions drive software growth due to convenience

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Media Expert and x-com boost cloud gaming visibility and subscriptions

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WHAT'S NEXT?

Video games software to lead expansion, driven by disposable income growth

Cloud gaming and AI personalise experiences, changing consumer spending models

CD Projekt Red looks to expand offer, including AI gameplay

COMPETITIVE LANDSCAPE

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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[Toys and Games in Poland - Industry Overview](#)

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OZB combines traditional play with augmented reality features

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Cobi targets kidults with retro car construction sets

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AI personalisation drives interactive, adaptive toy development to enhance learning

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Video games to drive future growth due to disposable income increase

Poland's gaming industry set to develop through AI, VR and cloud gaming

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

CHANNELS

Retail e-commerce benefits from aggressive marketing and fast delivery options

Rising popularity of online sales challenge physical outlets

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