



# 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

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Local players look to drive immersive, high-tech gaming experiences

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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

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