



Toys and Games in Poland

May 2024

Table of Contents

[Toys and Games in Poland](#)

EXECUTIVE SUMMARY

Toys and games in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for toys and games?

MARKET DATA

Table 1 - Sales of Toys and Games by Category: Value 2018-2023

Table 2 - Sales of Toys and Games by Category: % Value Growth 2018-2023

Table 3 - NBO Company Shares of Toys and Games: % Value 2019-2023

Table 4 - LBN Brand Shares of Toys and Games: % Value 2020-2023

Table 5 - Distribution of Toys and Games by Format: % Value 2018-2023

Table 6 - Forecast Sales of Toys and Games by Category: Value 2023-2028

Table 7 - Forecast Sales of Toys and Games by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

[Traditional Toys and Games in Poland](#)

KEY DATA FINDINGS

2023 DEVELOPMENTS

Maintained healthy growth, thanks to educational, integrated tech, and sustainability trends

Leading LEGO capitalises on “kidult” trend with adult-themed builds and collectors sets

Sustainability trends drive ongoing developments, as players adapt their manufacturing processes

PROSPECTS AND OPPORTUNITIES

Sophisticated tech developments and sustainability trends will support sales over the forecast period

LEGO and Mattel will continue to capitalise on partnerships with film studios

Further developments expected in digital enhancements and personalised offerings

CATEGORY DATA

Table 8 - Sales of Traditional Toys and Games by Category: Value 2018-2023

Table 9 - Sales of Traditional Toys and Games by Category: % Value Growth 2018-2023

Table 10 - Sales of Traditional Toys and Games by Licensed vs Non-Licensed: % Value 2018-2023

Table 11 - NBO Company Shares of Traditional Toys and Games: % Value 2019-2023

Table 12 - LBN Brand Shares of Traditional Toys and Games: % Value 2020-2023

Table 13 - Distribution of Traditional Toys and Games by Format: % Value 2018-2023

Table 14 - Forecast Sales of Traditional Toys and Games by Category: Value 2023-2028

Table 15 - Forecast Sales of Traditional Toys and Games by Category: % Value Growth 2023-2028

Table 16 - Forecast Sales of Traditional Toys and Games by Licensed vs Non-Licensed: % Value 2023-2028

[Video Games in Poland](#)

KEY DATA FINDINGS

2023 DEVELOPMENTS

Robust sales continue in video games, despite economic uncertainties

Growth in e-sports industry helps to support sports-related gaming

Ongoing shift to online sales channels, which also caters to a strong second-hand market for games

PROSPECTS AND OPPORTUNITIES

AI and sustainability trends set to influence future developments

Major tech companies will continue to enhance their ecosystems

Omnichannel strategies and physical “experiential” showrooms set to define the evolution of retail channels

CATEGORY DATA

Table 17 - Sales of Video Games by Category: Value 2018-2023

Table 18 - Sales of Video Games by Category: % Value Growth 2018-2023

Table 19 - NBO Company Shares of Video Games: % Value 2019-2023

Table 20 - LBN Brand Shares of Video Games: % Value 2020-2023

Table 21 - NBO Company Shares of Video Games Hardware: % Value 2019-2023

Table 22 - LBN Brand Shares of Video Games Hardware: % Value 2020-2023

Table 23 - NBO Company Shares of Video Games Software: % Value 2019-2023

Table 24 - Distribution of Video Games by Format: % Value 2018-2023

Table 25 - Distribution of Video Games Hardware by Format: % Value 2018-2023

Table 26 - Distribution of Video Games Software by Format: % Value 2018-2023

Table 27 - Distribution of Video Games Software (Physical) by Format: % Value 2018-2023

Table 28 - Distribution of Video Games Software (Digital) by Format: % Value 2018-2023

Table 29 - Forecast Sales of Video Games by Category: Value 2023-2028

Table 30 - Forecast Sales of Video Games by Category: % Value Growth 2023-2028

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/toys-and-games-in-poland/report.