

INTERNET OF THINGS MARKET IN POLAND 2025

MARKET ANALYSIS AND DEVELOPMENT
FORECASTS FOR 2025-2030



The Internet of Things (IoT) is one of the fastest-growing technologies, revolutionising the way businesses operate and impacting the daily lives of consumers. In Poland, the IoT market is growing rapidly and its potential is being increasingly recognised by companies operating in various sectors of the economy. The issue of meters and remote reading is currently attracting the attention of suppliers, which, among other things, is being enforced by regulations within the energy sector. This provides a strong boost to the growth of the number of M2M SIM cards, especially as GSM is one of the most commonly chosen communication technologies.

“Internet of Things market in Poland 2025” is a comprehensive study that provides detailed information on the current market situation, key trends and future prospects for IoT development. Through research and analysis, the report identifies the macroeconomic, demand, supply and legal factors shaping the market. It also presents the vertical structure by industry, which helps to understand which sectors of the economy are investing most intensively in IoT solutions.



Main objective

To provide a comprehensive overview of the Internet of Things market in Poland, along with medium- and long-term forecasts for its development.

Additional objectives

The specific objectives of the research and analysis carried out for the report were to identify:

- IoT spending compared to the overall ICT market,
- key macroeconomic, demand-side, supply-side and legal factors and trends affecting the IoT market,
- trends specific to the individual economic sectors,
- key areas for the IoT development (e.g. security, logistics management, data analytics, manufacturing automation, building management).

What is included in the report?

- market value in 2015-2024 in the business sector (large enterprises, SMEs, microenterprises)
- vertical structure of the market in 2016-2024 by economic sectors
- macroeconomic, demand-side, supply-side and legal factors affecting the market
- key trends in the IoT market in Poland
- types of solutions and areas for allocating IoT budgets
- forecasts up to 2030 for:
 - the IoT market in Poland
 - the vertical structure by most important sectors of the Polish economy (amount of budgets)
 - changes in macroeconomic factors



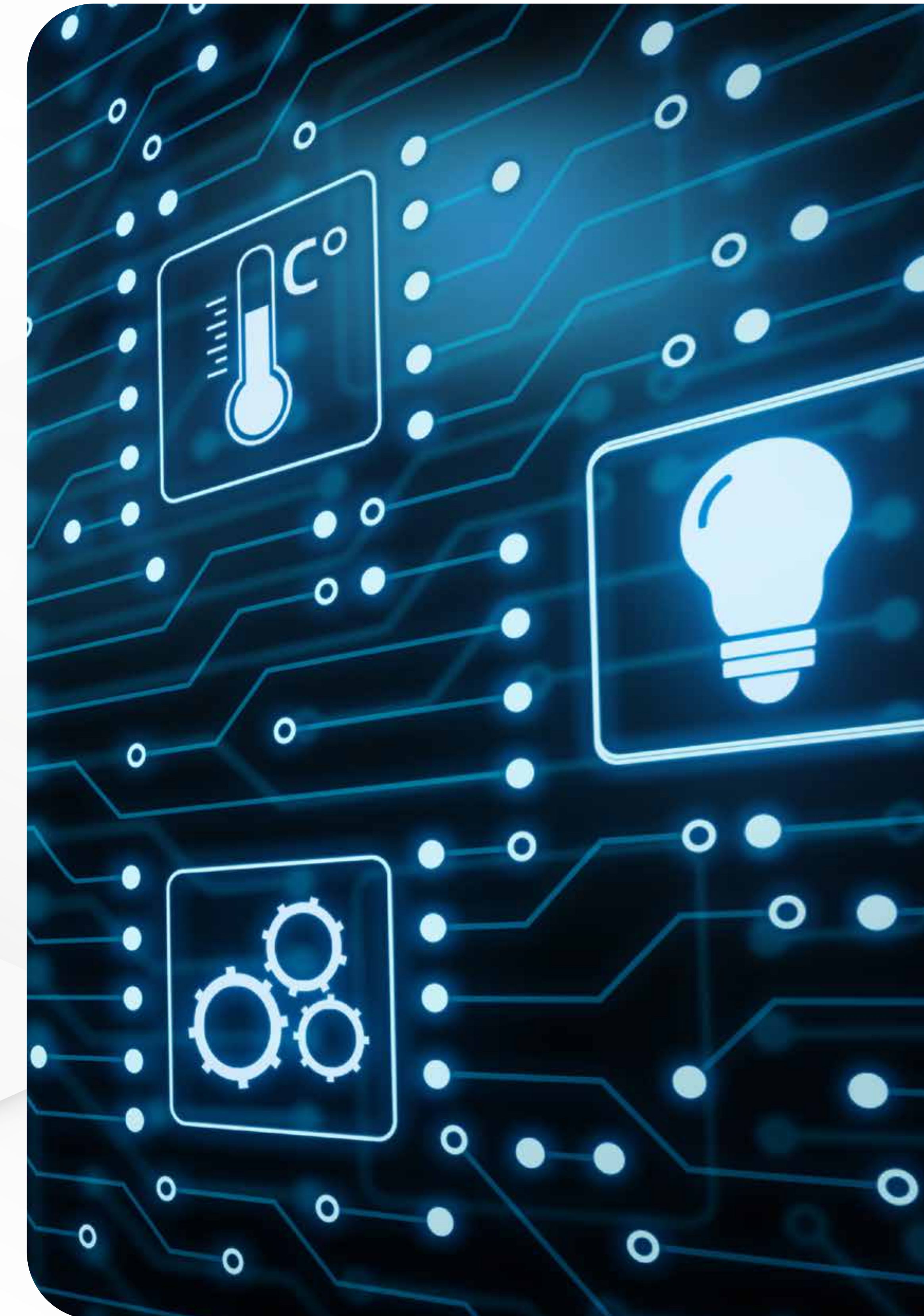
TIME SPAN: 2015-2024

FORECAST HORIZON: 2025-2030

GEOGRAPHIC COVERAGE: Poland

SUBJECT MATTER

- macroeconomic situation and its influence on the IoT market
- value and growth rate of the IoT market
- structure of the IoT market by B2B and B2C sectors
- structure of individual sub-markets in terms of volume (number of devices sold) and value
- key trends in the domestic and international markets
- forecasts for the value and volume of the total market and each of its sub-categories





FORECASTS

For the purposes of the report, long-term development forecasts were prepared using econometric models and historical time series.

The forecasts cover the period 2025-2030.

Detailed forecasts for:

- key macroeconomic indicators
- value and growth rate of the IoT market
- value and growth rate of the individual segments of the IoT market
- volume forecast for selected segments of the IoT market
- number of devices connected to the network
- internet penetration in Poland
- number of M2M cards

DEDICATED SURVEY

The analysis of the IoT market was aided by a dedicated, proprietary survey of 546 small, medium-sized and large companies operating in Poland. **Companies surveyed represented the following industries:**

- banks, finance, insurance
- construction
- retail and wholesale
- ICT
- transport and logistics
- utilities
- industry
- healthcare.

Why buy this report, i.e. what important questions does it answer?

- What is the value of the IoT market in Poland?
- What are the prevailing trends in the IoT market?
- Which IoT solutions are the most popular and which will become increasingly important?
- Which industries will show the greatest demand for IoT technology?
- What are the global trends in the IoT market?
- What are some examples of IoT implementations in the Polish market?
- What are the companies' plans for deploying IoT tools in the future?
- What proportion of IT spending in the business sector is accounted for by IoT solutions?
- What is the impact of the 5G network on the IoT market?
- What are the strengths, weaknesses, opportunities and threats for the IoT market?

Together with the report, we provide **the most important data in an Excel spreadsheet for individual aggregation.**



We are one of the leading research and analytics companies in Poland!

As **PMR Market Experts**, we help our Clients to obtain and analyse data, enabling them to better understand market processes, plan strategic and operational actions, and ultimately develop their business.

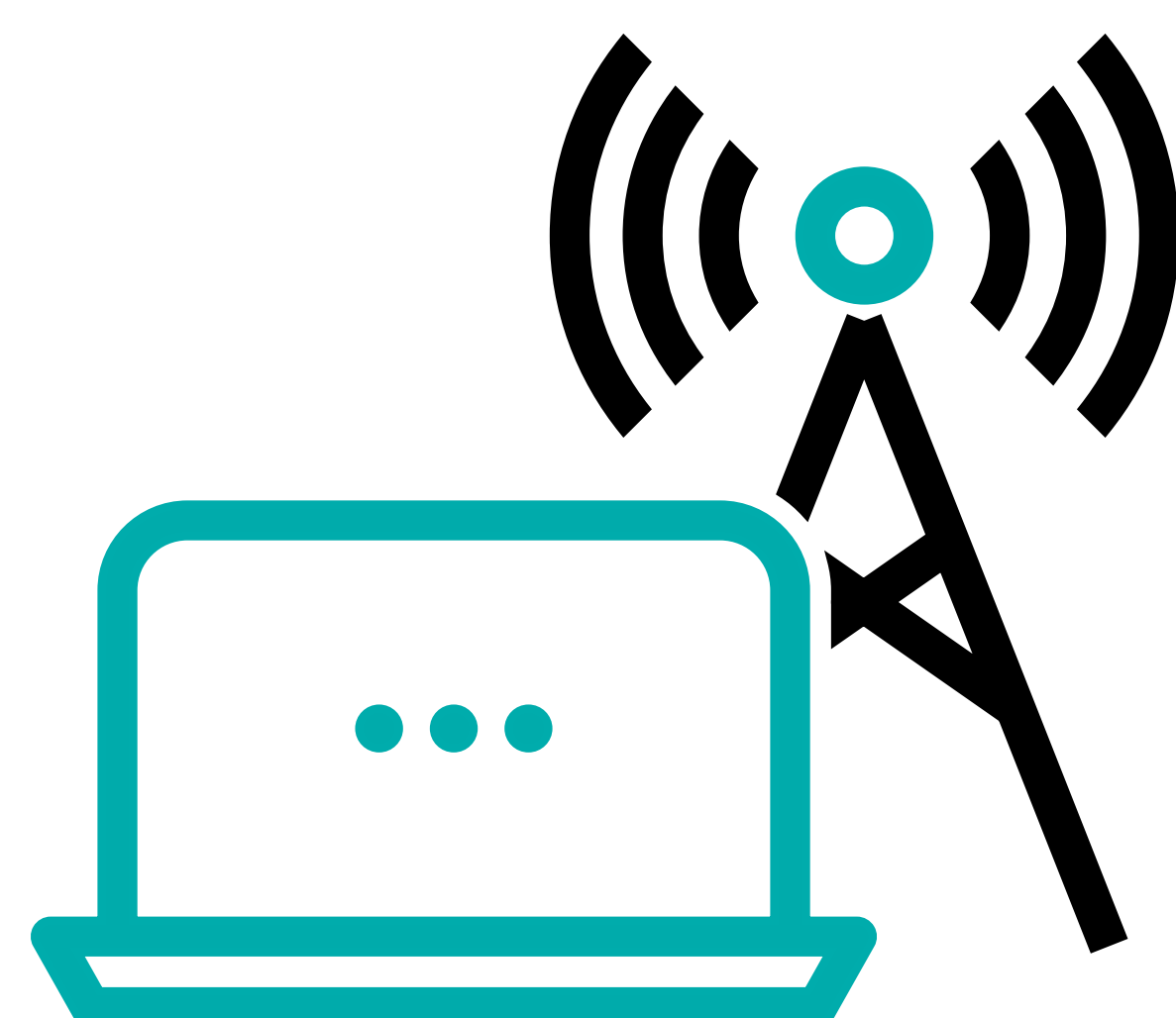
We boast **30 years of experience** and a **team of nearly 100 experts**. In our reports, we use secondary data combined with proprietary primary databases and qualitative and quantitative research.

We provide **market analyses for four main sectors**:

- construction,
- retail,
- healthcare and pharmaceuticals,
- IT and telecommunications.

We also prepare **customised research projects** focused on the area specified by the Client. In addition, we offer **consultancy services** combining different areas, including marketing research, market sizing, forecasting, and sales management.





ICT & TMT

MARKET ANALYSIS AND 5-YEAR DEVELOPMENT FORECASTS

- **AI** market in Poland
- **Cloud computing** market in Poland
- **IT equipment and consumer electronics resale** market in Poland
- **Internet of Things** market in Poland
- **Data centre** market in Poland
- **Online services** market in Poland
- **Gaming** market in Poland – trends in the market for video games, equipment and accessories
- **Pay TV and VOD** market in Poland
- **Integrated telecommunications services** market in Poland
- **Telecommunications services for business and carrier segment** in Poland
- **ICT** market in Poland
- **Mobile internet and value-added services** market in Poland
- **Cybersecurity** market in Poland
- **Telecommunications** market in Poland
- **ESG reporting** – challenges and development prospects in Poland
- **Smart home** market in Poland
- **Wearables** market in Poland

Forecasting methodology

The class and type of the developed **econometric models** are selected according to the **characteristics of the data analysed**. In practice, models using **multiple regression** (the least squares method) and **autoregression** (ARIMA, VAR) are the most common. We use both **primary variables** and their **transformations** (e.g. logarithms) to capture the relevant relationships.

The **final market value forecasts** are not just based on a single best model but are a **weighted average of forecasts** from a selected set of best models. The weights are selected based on model fit indices. This procedure makes it possible to consider **more factors** influencing market development, hence **improving the forecast precision**.

When developing the **final forecasts**, we take into account not only the **statistical quality of the models** (model adjustment to empirical data, normality and homoscedasticity of residuals, statistical significance of structural parameters) but also their **consistency** with market knowledge and **qualitative information** gathered by PMR's analytical team.

The models use data on industry sectors, macroeconomic indicators and demographics, as well as the results of our analyses. Most often, there are **60-80 types of indicators** considered.



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CONTACT

Monika Szczypta

Senior Sales and Business Development Manager

tel.: +48 607 979 580

monika.szczypta@pmrmarketexperts.com



OFFICE

Królewska 57
30-081 Kraków, Poland



CONTACT

tel.: +48 609 290 093
+48 782 011 000

sales@pmrcorporate.com
info@pmrcorporate.com



WWW

www.pmrmarketexperts.com
www.mypmr.pro

