

PMR MARKET
EXPERTS

TELECOMMUNICATIONS SERVICES FOR BUSINESS AND CARRIER SEGMENT IN POLAND 2025

MARKET ANALYSIS AND DEVELOPMENT
FORECASTS FOR 2025-2030





Main objective

To present a comprehensive overview of the telecommunications market for the business and operator sectors in Poland, including a breakdown into key segments, as well as medium- and long-term forecasts for its development.

Additional objectives

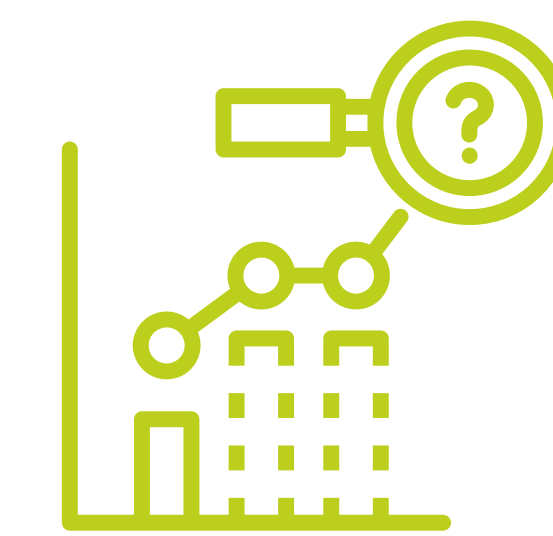
For the purposes of the report, a series of studies and analyses were conducted with the following specific goals:

- to identify the value and dynamics of the telecommunications services market for the business and operator sectors in Poland;
- to determine the structure of individual segments of the telecommunications services market for the business and operator sectors in Poland;
- to estimate the number of services (RGUs) in the telecommunications services market for the business and operator sectors in Poland in each analyzed segment;
- to examine the macroeconomic, regulatory, demand-side, supply-side, and technological factors influencing the telecommunications services market for the business and operator sectors in Poland;
- to analyze the competitive environment in individual segments of the telecommunications services market for the business and operator sectors in Poland;
- to develop forecasts for the development of the telecommunications services market for the business and operator sectors in each analyzed segment.



Time span

2020-2024



Forecast horizon

2025-2030



Geographic coverage

Poland



What is included in the report?

- value and dynamics of the market in the years 2015-2024
- market structure in the years 2015-2024 by segments
- number of RGUs in the years 2015-2024 by segments
- competitive environment
- main trends influencing the market
- market development forecasts up to 2030





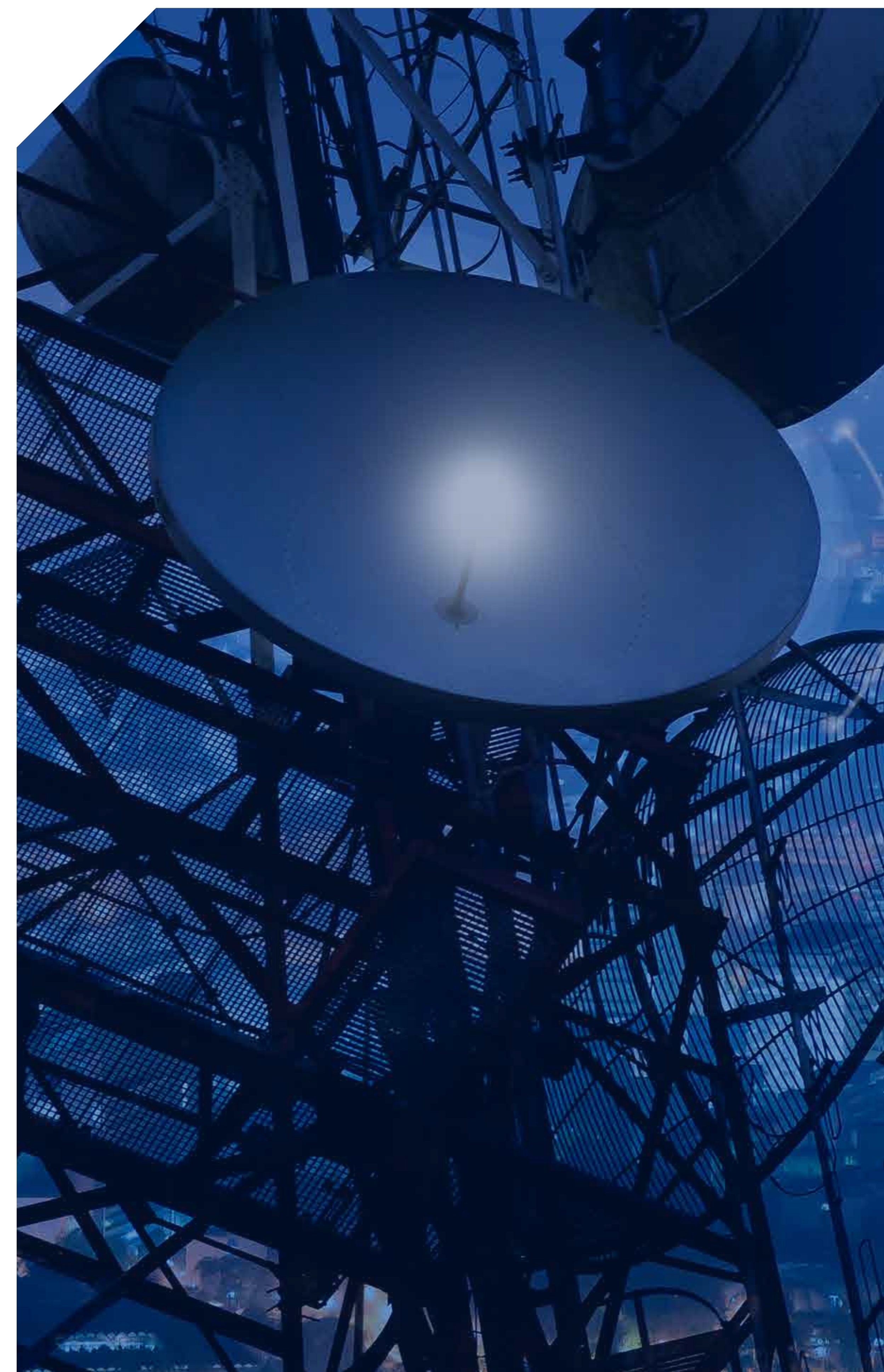
Subject matter

- market value
- market value structure by segments
- number of RGUs by segments
- market development forecasts

Scope

Segments:

- **mobile telephony**
 - ↳ telephone-based services
 - ↳ M2M
 - ↳ mobile internet
- **fixed-line telephony**
 - ↳ traditional telephony
 - ↳ VoIP
 - ↳ WLL
- **DLISP**
 - ↳ data transmission
 - ↳ line rental
 - ↳ internet access
- **carrier market (wholesale)**
 - ↳ mobile telephony
 - ↳ fixed-line telephony
 - ↳ line rental
 - ↳ Bitstream Access (BSA)





Research methods used in the report

The report “Telecommunication services for the business and carrier segment in Poland 2025” is based on an analysis of information derived from secondary data and an original PMR x Hume’s study.

In the first quarter of 2025, a survey was conducted among enterprises in Poland regarding their use of ICT and telecommunication services, including, among others, data transmission.

The qualification criterion for a company’s participation in the study was the use, in 2024, of at least one of the following solutions:

- cybersecurity,
- cloud solutions,
- data center,
- data transmission..

A total of 640 companies qualified for the study. The interviews were conducted using a hybrid method - computer-assisted telephone interviews (CATI) and online questionnaires (CAWI).





Forecasts

For the purpose 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,
- key demographic indicators and projected number of companies,
- value and growth rate of the telecommunications services market for the business and carrier segment in Poland,
- value and growth rate of the individual segments of the telecommunications services market for the business and carrier segment in Poland,
- value and growth rate of the entire telecommunications market in Poland,
- number of RGUs in the telecommunications services market for the business and operator segments in Poland.

The forecasts by PMR Market Experts published in the reports are highly accurate - the typical error rate (MAPE) is usually below 3%



What questions does the report provide answers to?

- What is the value of the telecommunications services market for the business and carrier segment in Poland?
- What are the value of individual segments and forecasts for their development for the next 5 years?
- What is the share of the business and carrier segment in the entire telecommunications market in Poland?
- How many services are provided in the telecommunications market for the business and carrier segment, and what is their share in the entire telecommunications market in Poland?
- How many business entities operate in the Polish market?
- How have the MTR and FTR reductions affected the carrier market in Poland?
- What are the main trends in the telecommunications services market for the business and carrier segment in Poland?

DATASET – together with the report, we provide the most important data in an Excel spreadsheet for independent aggregation.



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- Retail
- Pharma & Healthcare
- Construction

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20+

years of experience

600+

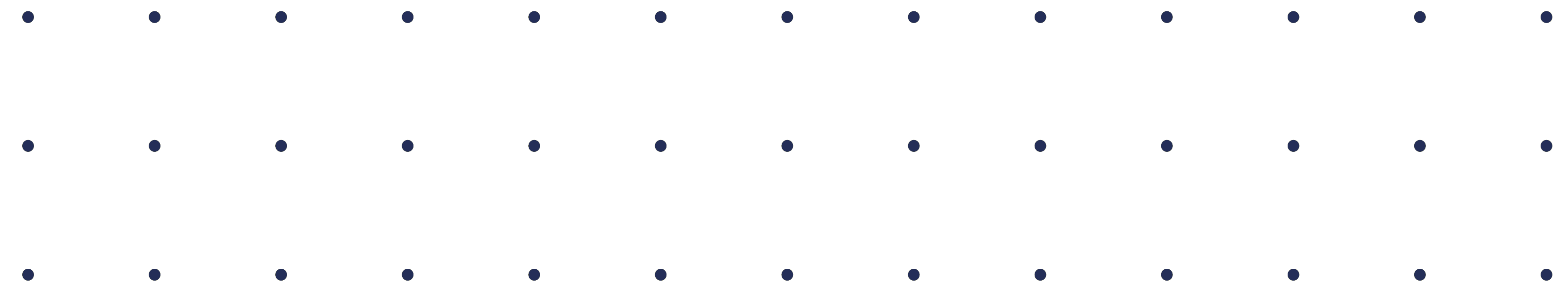
global clients

5,000+

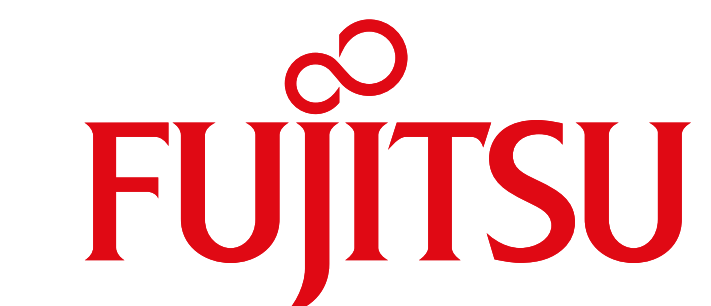
brands studied

50+

analysed countries



They trusted us





DIGITAL & ICT

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**
 - **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**
 - **Digital transformation market in Poland (2024)**
- **Business systems and applications market in Poland**
 - **IT services market in Poland**
 - **Labour market and IT wage structure in Poland**
 - **ESG reporting – challenges and development prospects in Poland**
 - **Smart home market in Poland**
 - **Wearables market in Poland**

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