

# ICT MARKET IN POLAND 2025

MARKET ANALYSIS AND DEVELOPMENT  
FORECASTS FOR 2025-2030





## **Main objective**

To provide a comprehensive analysis of the ICT market in Poland and to present mid-term and long-term forecasts for its development.

## **Additional objectives**

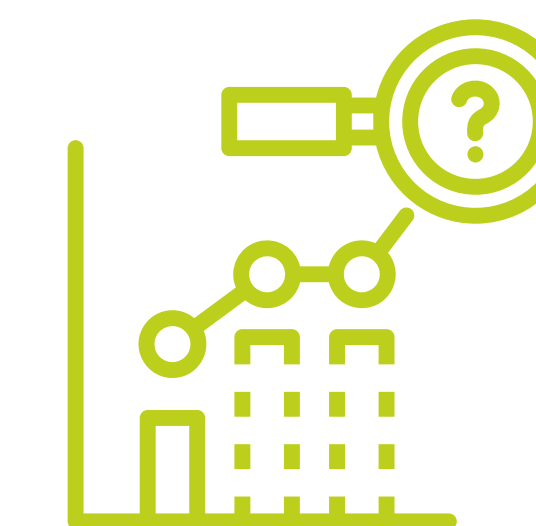
The specific objectives of the research and analysis carried out for the report were to identify:

- ICT market segments and forecast for their development,
- key macroeconomic, demand-side, supply-side and legal factors and trends affecting the ICT market,
- trends in the use of ICT solutions in business and households,
- major players operating in each segment of the ICT market,
- key events in the ICT market.



### **Time span**

2010-2024



### **Forecast horizon**

2025-2030



### **Geographic coverage**

Poland



## What is included in the report?

- **value and growth rate** of the market in 2010-2024
- **market structure** in 2010-2024 by segment
- **vertical structure of the market** in 2010-2024 by type of business entity and economic sector
- **key events**
- macroeconomic, demand-side, supply-side and legal **factors affecting the market**
- **trends** in the use of IT solutions in business and households
- **major players** operating in each segment of the market
- **forecasts up to 2030** for:
  - ↳ ICT market in Poland,
  - ↳ main segments of the ICT market,
  - ↳ changes in macroeconomic factors.



## Subject matter

- **macroeconomic situation** and its impact on the ICT market
- **value and growth rate** of the ICT market, broken down into the IT market and telecommunications
- **breakdown of the IT market** by hardware, services and software
- **breakdown of IT expenditure** by business entity and industry
- **IT trends** in different industries
- **volume and value of hardware sales:** laptops, desktop computers, tablets, printing devices and smartphones
- **smartphone sales** broken down into B2B and B2C segments
- **value of the software and IT services markets** broken down by segment
- **key trends** in the market
- **major players** in each segment
- **value forecasts** for each segment and volume forecasts for the hardware segment





## Scope

- **hardware market**

- ↳ laptops
- ↳ desktop computers
- ↳ tablets
- ↳ printing devices
- ↳ smartphones
- ↳ servers
- ↳ other

- **IT services**

- ↳ integration services
- ↳ consulting/advisory services
- ↳ training services
- ↳ outsourcing services (broken down into subcategories)
- ↳ maintenance services
- ↳ other

- **software** (including SaaS model)

- ↳ CRM
- ↳ ERP
- ↳ BI
- ↳ operating systems and office software
- ↳ databases
- ↳ security applications and systems
- ↳ video games and educational software
- ↳ other



## 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.

In addition to projections for the market value and its segments, the report also covers forecasts for 2025-2030 for selected demographic and macroeconomic indicators, including:

- GDP per capita and real GDP change,
- inflation,
- average annual LFS unemployment rate and real change in average monthly gross wage in Poland,
- value of expenditure financed by EU funds and real change in disposable income of Polish households and private consumption,
- number of Poland's residents and share of each demographic group.

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





## 10 reasons to invest in this report „ICT market in Poland 2025“

**1** **Comprehensive overview of market value and growth rate**  
Data on the value and growth rate of the ICT market with accurate forecasts up to 2030, based on proprietary econometric models.

**2** **Overview of the competitive landscape and market players**  
Rankings of the 100 largest IT companies in Poland, profiles of hardware, software and service providers, along with estimated revenues.

**3** **Segmentation of IT equipment and electronics + forecasts**  
Sales forecasts for smartphones, servers, computers, tablets and printing devices (value, volume, average price) up to 2030, broken down into B2C and B2B segments – data based on PMR research.

**4** **Data on mergers, acquisitions and stock market debuts**  
List of key M&A transactions and IPOs in the ICT sector in 2023-2025, including values and analysis of their impact on the market.

**5** **Forecasts for the software, ERP and CRM market**  
Exact values and growth rates for ERP and CRM (cloud vs on-premise, SMEs vs large companies), market saturation and expenditure structure.

**6** **Industry and sector expenditure profile**  
Forecasts for IT expenditure in the banking, telecommunications, commerce, logistics, healthcare, administration, energy sectors, etc.

**7** **Macroeconomic factors and the economy's impact**  
Quantitative forecasts up to 2030 for the impact of inflation, wages, GDP, demographics and EU funds on the development of ICT.

**8** **Analysis of IT services and outsourcing**  
Unique data on the structure of the outsourcing, integration, consulting, software testing and IT specialist hiring markets, including estimated sales figures for the largest providers.

**9** **International comparisons and megatrends**  
Benchmarking in Poland vs the EU and CEE in the area of ICT employment and the popularity of languages, frameworks etc.

**10** **Proprietary survey and experience**  
Combined data sources (primary, secondary), 20+ years of expertise in the market, methodology based on dozens of variables.

## What questions does the report provide answers to?

- What is the value of the IT market in Poland?
- What are the prevailing trends in the IT market?
- What are the shares of hardware, services and software in the IT market?
- What are the prospects for the market in the face of negative macroeconomic and demographic forecasts and changes in the household structure?
- What is the impact of digital transformation on the IT market?
- What IT solutions are used in each industry?
- What is the size of companies that spend the most on IT solutions, and which companies will increase their expenditure most?
- Which industries invest the most in digitalisation?
- What are the consumer trends in the use of IT equipment?
- Which IT services are developing the fastest?
- What factors most seriously affect the prices of IT products and services?
- What trends are there in the software market?
- What are the prospects for the markets for different types of hardware?



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

## **PMR Market Experts is a brand of market reports prepared by Hume's Institute**

At PMR Market Experts, we have been preparing cyclical industry reports for over 20 years. Our core specialisations:

- Digital & ICT
- Retail
- Pharma & Healthcare
- Construction

Our reports are more than just a compilation of facts – they are reliable knowledge based on proven methodology. We combine primary and secondary data, proprietary algorithms and econometric models to provide precise information about the market, its values, growth rates, segments and key players.

**We are part of Hume's Institute** - a 360° research agency specialising in quantitative and qualitative research, forecasting and market predictions.

PMR Market Experts' **data analysis and verification expertise, unique insights and proven forecasts** provided by Hume's Institute give real insight and advantage to our Clients.

More than 600 clients worldwide have already benefited from our services. **We have analysed more than the prestigious Fortune 500 brands.**

**20+**

years of experience

**600+**

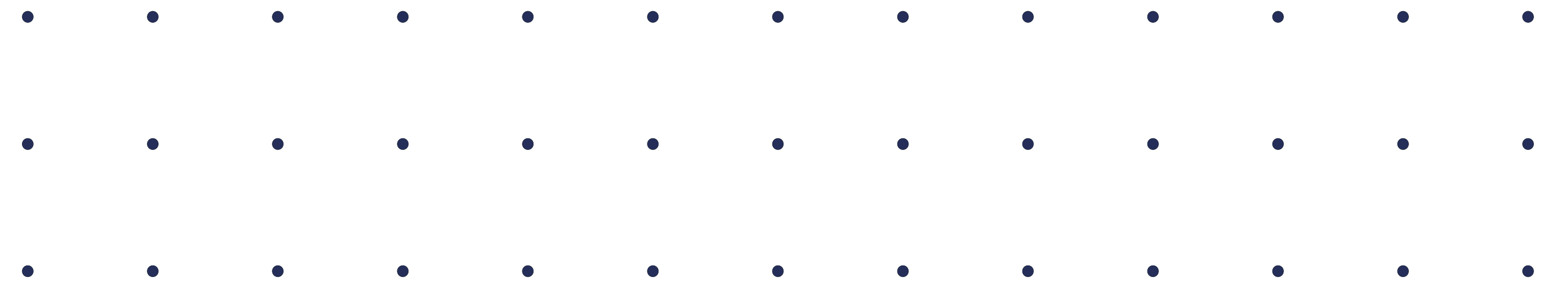
global clients

**5,000+**

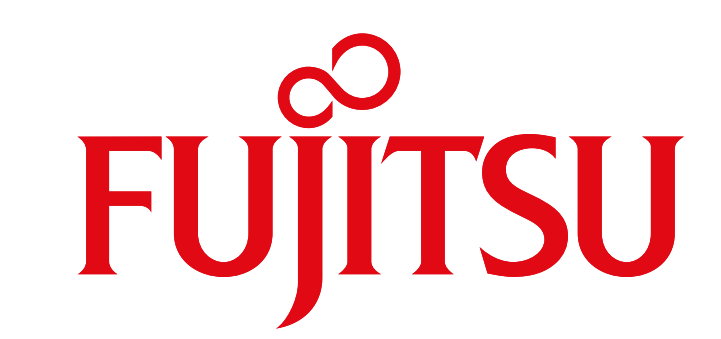
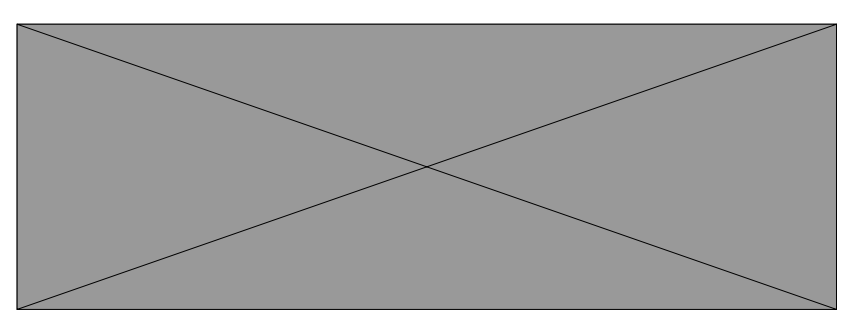
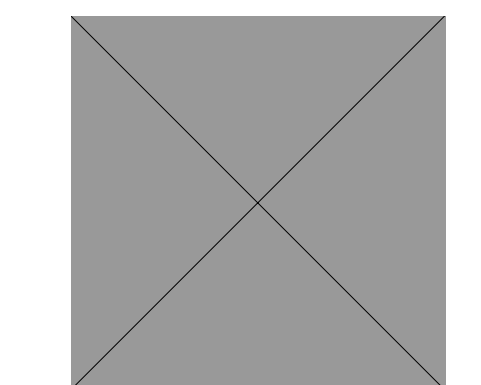
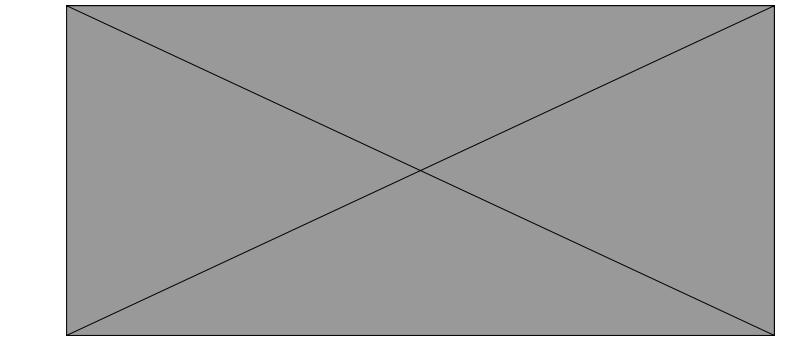
brands studied

**50+**

analysed countries



# Our clients





**CONTACT**

**Monika Szczypta**

Business Development Manager

tel.: +48 607 979 580

[monika.szczypta@pmrmarketexperts.com](mailto:monika.szczypta@pmrmarketexperts.com)



**OFFICE**

Królewska 57  
30-081 Kraków, Poland



**CONTACT**

tel.: +48 609 290 093  
+48 782 011 000  
[sales@pmrcorporate.com](mailto:sales@pmrcorporate.com)  
[info@pmrcorporate.com](mailto:info@pmrcorporate.com)



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