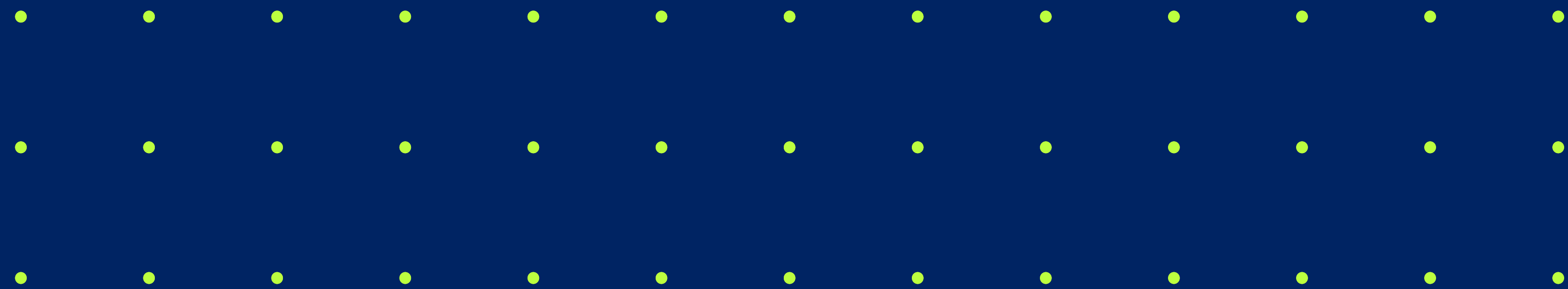


# AI MARKET IN POLAND 2026

MARKET ANALYSIS AND DEVELOPMENT  
FORECASTS FOR 2026-2031



# AI





## Board and C-Level

Making key investment decisions based on a reliable assessment of market value and corporate strategy trends in Poland.

## IT & Technology Department

Benchmarking the organization's technological maturity against the market and optimizing the selection of AI solutions.

## Sales & Business Development Division

Precisely targeting offers to industries with the highest deployment attractiveness index and understanding purchasing barriers among B2B clients.

## Strategy & Insights Division

Acquiring macroeconomic and market data to build internal business models and monitoring the dynamics of change in the AI segment.

## Marketing & Product Division

Tailoring communication and tool functionalities to real end-user needs and verifying the monetization potential of services in a premium model.

## Operations Department

Identifying processes with the highest potential for automation (RPA) and improving operational efficiency through intelligent decision support systems.

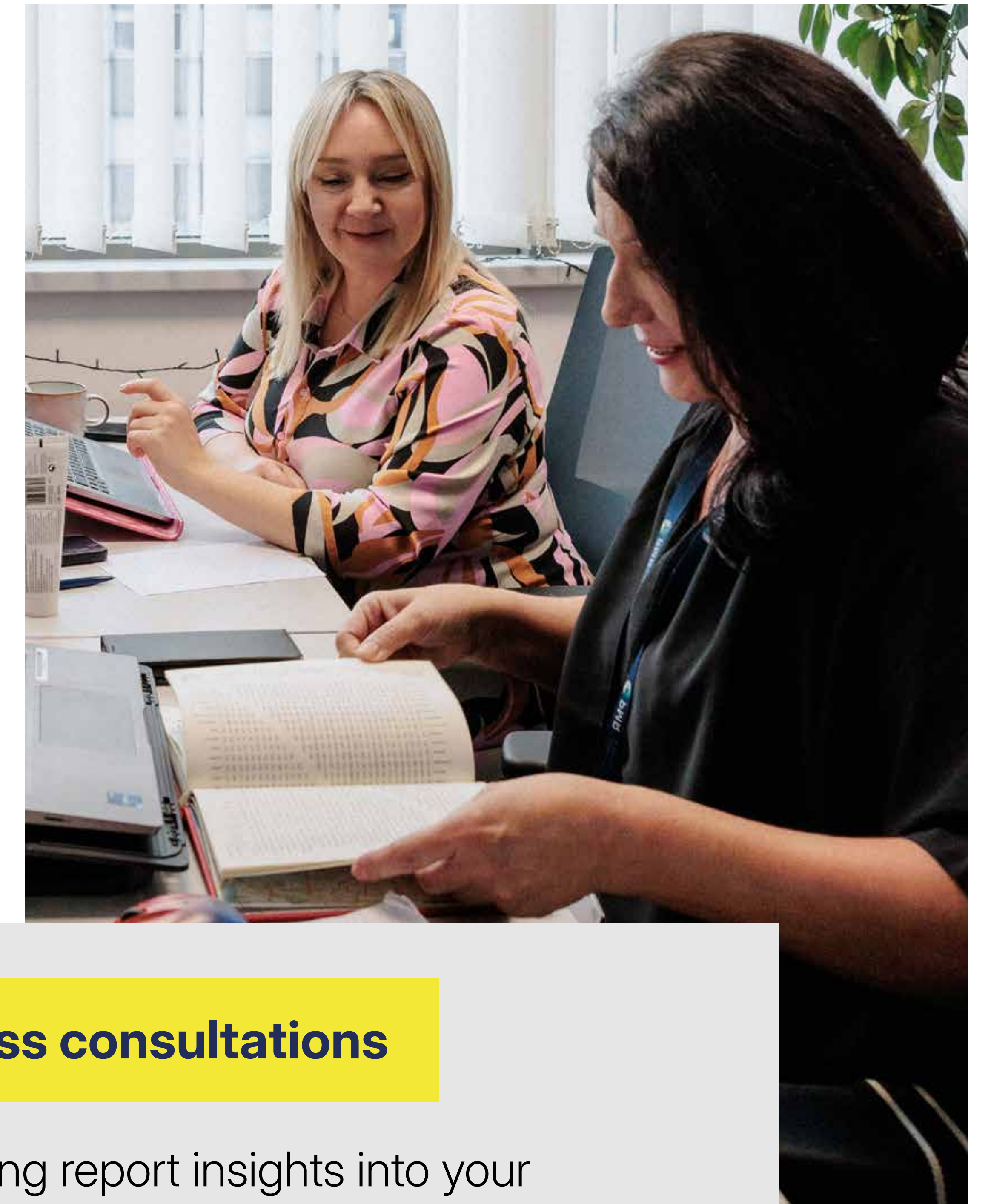


**Investing in our report means gaining a comprehensive toolkit and expert support that extends far beyond a simple data set.**

## THE REPORT PACKAGE INCLUDES:

- Main Report (PDF): In-depth analysis of AI market in Poland 2026, including projections through 2031.
- Executive Summary (PowerPoint): High-level insights and strategic trajectories tailored for swift Board and C-Level reporting.
- Database (Excel): Comprehensive datasets facilitating autonomous data processing and internal business modeling.

**At PMR Market Experts, we ensure our reports serve as practical tools for business decision support, complemented by direct access to the professional guidance and expertise of our analysts.**



### Q&A Support

Our analysts are at your disposal to discuss methodology and address any inquiries, ensuring you gain a comprehensive understanding of every insight within the report.

**INCLUDED IN THE REPORT PRICE**

### Report presentation

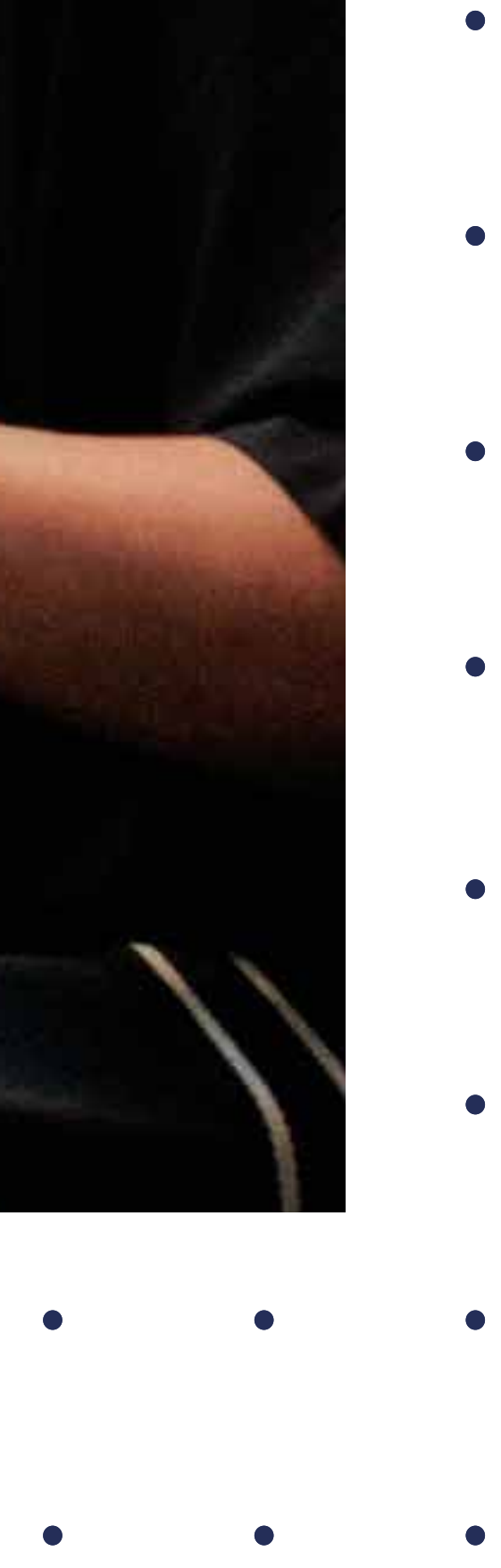
A high-level presentation of key insights designed to support internal kick-offs and facilitate knowledge sharing across teams.

**INDIVIDUAL PRICING**

### Business consultations

Translating report insights into your company's specific challenges through strategic discussions with our experts on optimal growth trajectories and action plans.

**INDIVIDUAL PRICING**





## Market value, structure, and forecasts

- ↳ **Value of the artificial intelligence market** in Poland from 2020-2025, including detailed growth forecasts through 2031.
- ↳ **Analysis of AI expenditures** relative to the overall ICT market, alongside budget shift forecasts across key sectors of the Polish economy.
- ↳ **Impact of macroeconomic and legal factors** on deployment dynamics, including an analysis of national and international regulations.
- ↳ **Long-term forecasts for 2026-2031**, developed using econometric models and historical time series data.

## AI Segmentation and Development Areas

- ↳ **Analysis and development forecasts for key AI domains** through 2031, including: machine learning, robotic process automation (RPA), computer vision, and natural language processing (chatbots).
- ↳ **Vertical market structure** – breakdown of expenditures and AI adoption levels across specific industries (e.g., finance, retail, manufacturing).
- ↳ **Budget allocation** – an analysis of investments focused on internal process optimization versus enhancing customer experience.

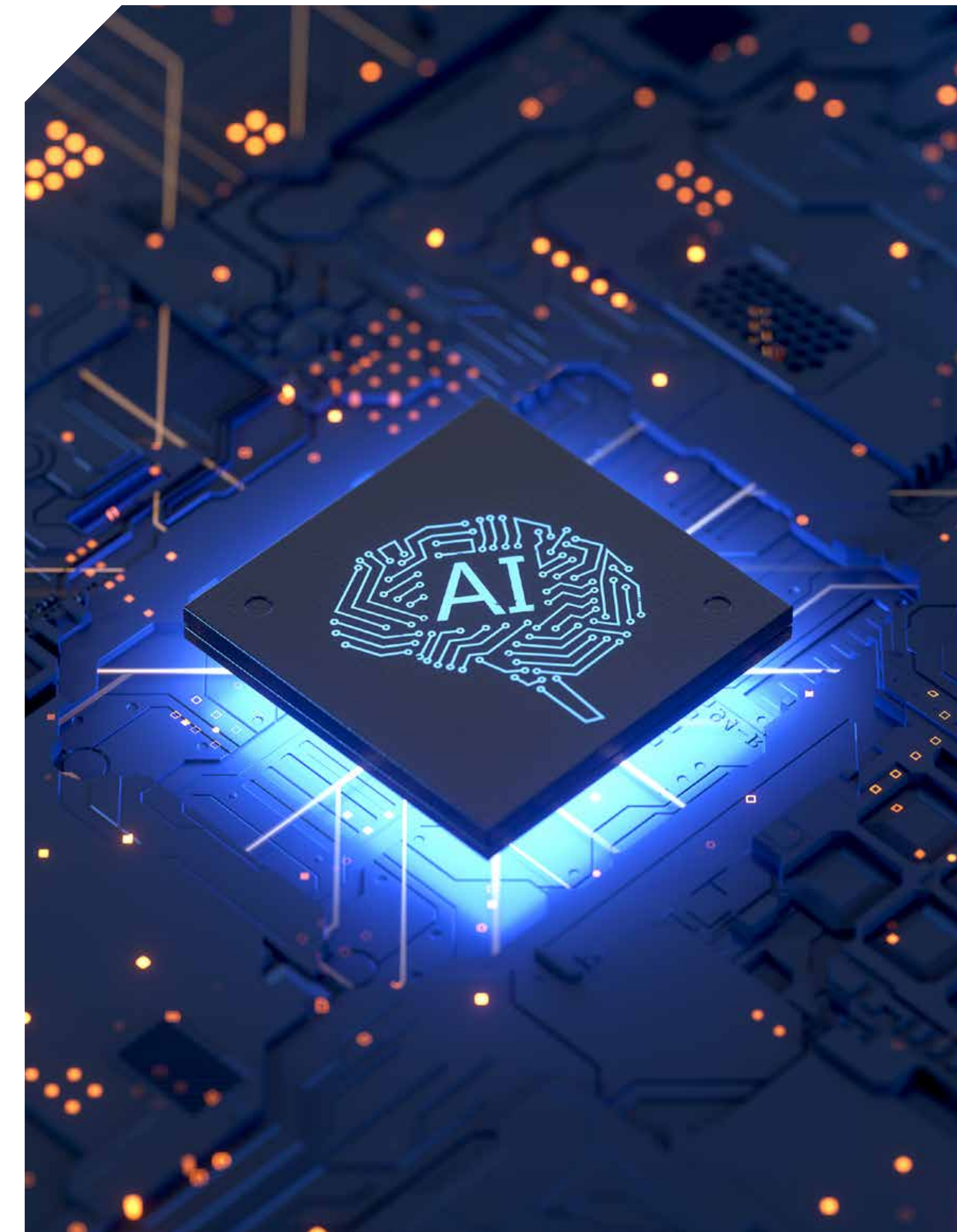
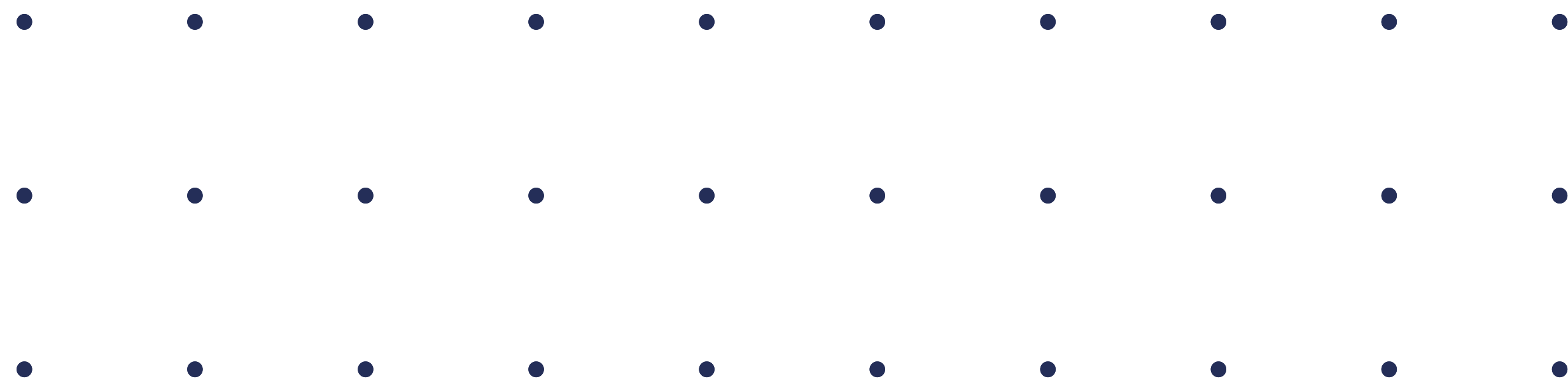


## Corporate attitudes and demand analysis

- ↳ **AI deployment attractiveness index** by company size (Large Enterprises, SMEs, Micro-businesses).
- ↳ **Study of development plans and corporate strategies** – identifying motivations for AI adoption and analyzing the most prevalent solution types.
- ↳ **Barriers and concerns** – an analysis of factors inhibiting the adoption of artificial intelligence in Polish enterprises.

## Benchmarking and key players

- ↳ **Profiling and mapping the largest AI solution providers** in the Polish market, including industry-specific technology players.
- ↳ **Identifying domestic and international trends** to facilitate competitive assessment and positioning against technology leaders.
- ↳ **Analysis of premium AI tool usage** by individual users for professional and personal purposes.





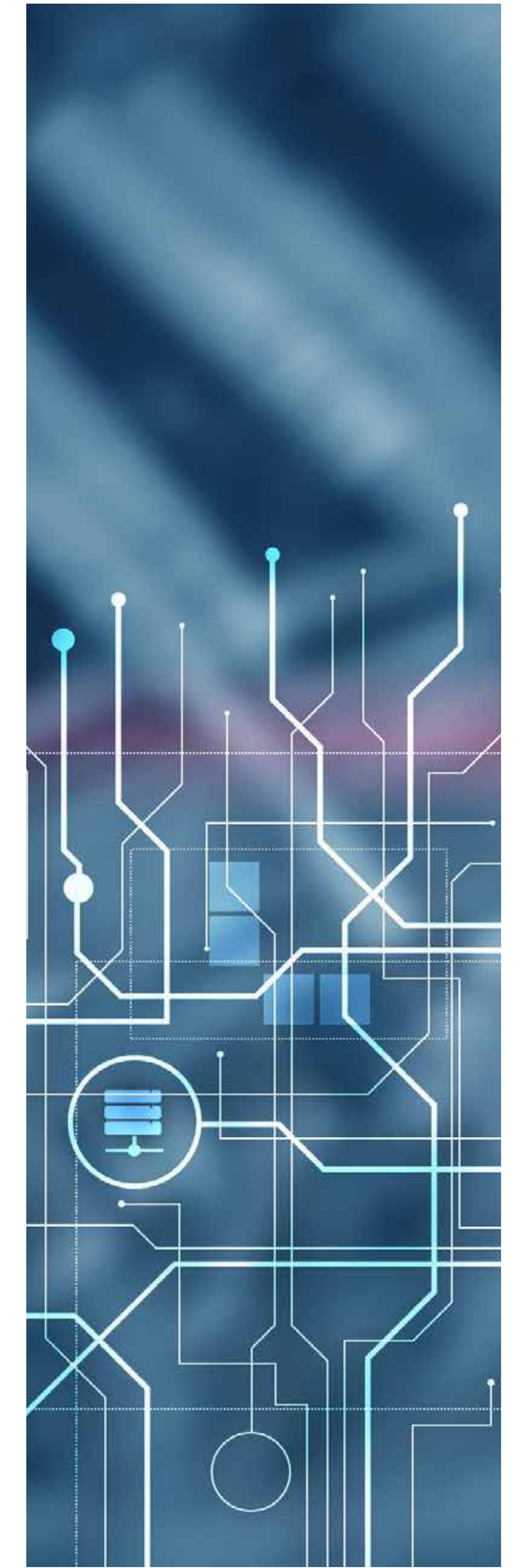
## Segmentation by technology stack:

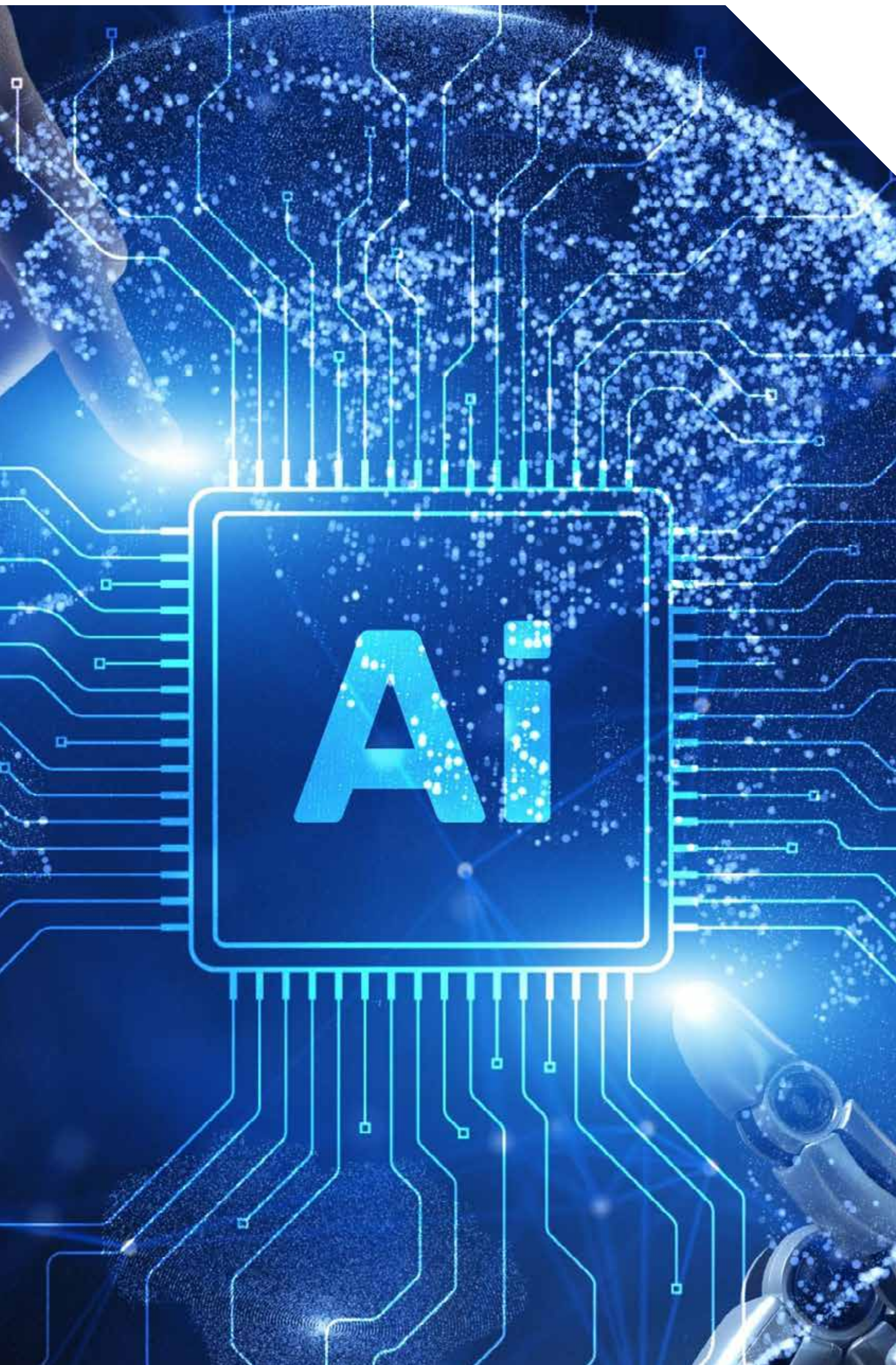
- ↳ AI-optimized servers
- ↳ AI services
- ↳ AI applications
- ↳ AI infrastructure software
- ↳ AI-optimized IaaS
- ↳ Generative AI models

## Vertical segmentation (industry-specific):

Spending analysis and implementation attractiveness in pivotal sectors, such as:

- ↳ Banking and Finance (BFSI)
- ↳ Retail and E-commerce
- ↳ Manufacturing and Industry
- ↳ Healthcare and Life Sciences
- ↳ Telecommunications and Media





## Methodology and sample size

- ↳ Research method: the survey was conducted using a mixed-mode approach, combining CATI (computer-assisted telephone interviewing) and CAWI (computer-assisted web interviewing) techniques.
- ↳ Sample size: the study was conducted in January 2026 on a sample of **n=500 companies** (including SMEs and large enterprises). PMR's proprietary research also covered individual users in the Polish market.
- ↳ Purposive sampling: the study targeted companies currently testing or deploying AI in one of 6 key areas: AI-optimized servers, AI services, AI application software, AI infrastructure software, AI-optimized IaaS, and generative AI models.

## Key research areas – what did we ask?

- ↳ Corporate strategies and approach: AI readiness levels, the integration of technology into business strategies, and corporate policies regarding the secure use of AI tools.
- ↳ Utilization and saturation: specific areas where AI is actively used and the most prevalent models in operation.
- ↳ Barriers and risks: major implementation challenges, data security concerns, and an analysis of failed AI implementation attempts.
- ↳ Outlook and budgets: investment plans for the coming years and the projected impact of AI on overall business efficiency.
- ↳ Individual users: a profile of the Polish AI user – purposes of use (private, educational, professional) and willingness to pay for premium versions.



## Scope of forecasts by PMR Market Experts by Hume's

The report provides forecasts for key market segments and the macroeconomic environment:

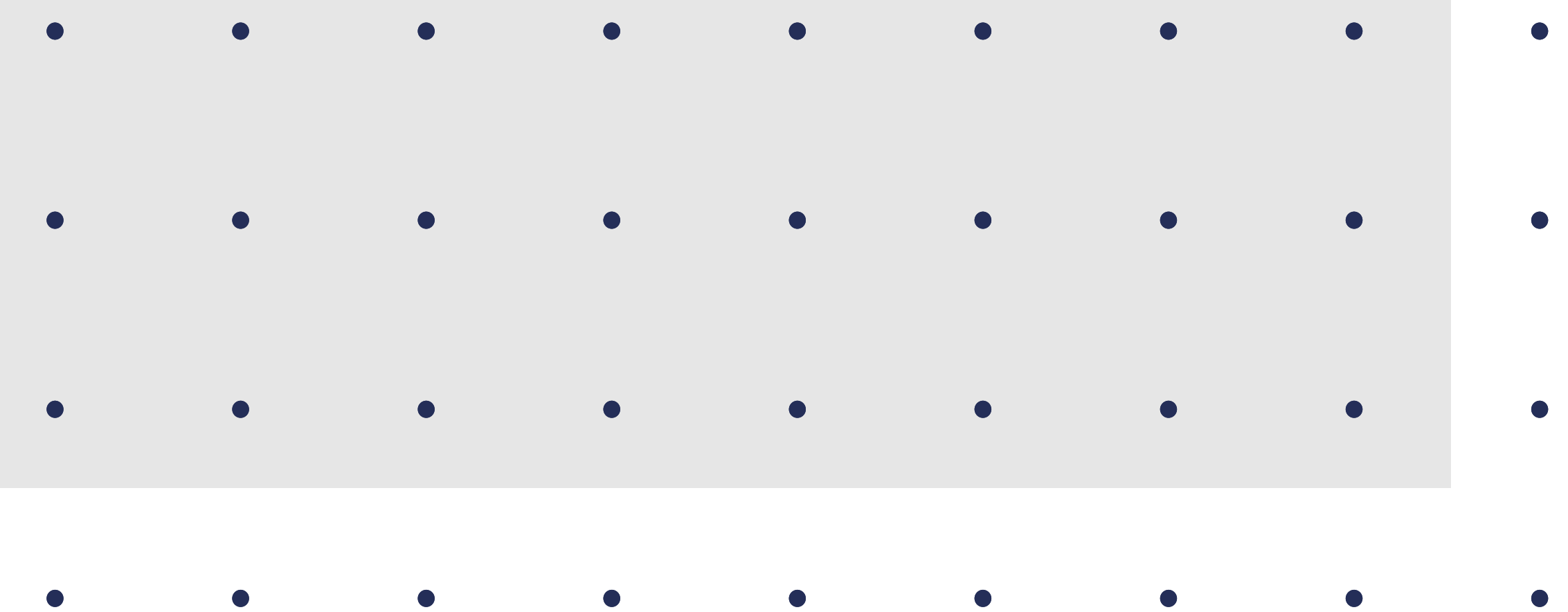
- ↳ Market value: forecasts for the total value of the Artificial Intelligence (AI) market in Poland, including year-on-year growth dynamics.
- ↳ Technology segments: growth forecasts for specific solution categories.
- ↳ Vertical structure: projected AI technology expenditures broken down by key economic sectors, such as finance, retail, manufacturing, and healthcare.

## Advanced macroeconomic input

Market forecasts are supported by a detailed analysis of macroeconomic indicators that determine the pace of digitalization and innovation adoption:

- ↳ GDP and investment: forecasts for real GDP growth and gross fixed capital formation, influencing the investment potential of enterprises.
- ↳ Labor market and wages: analysis of real wage dynamics and the unemployment rate (LFS/BAEL).
- ↳ ICT expenditures: forecasts for the share of AI spending within the total IT budgets of both enterprises and the public sector.
- ↳ Regulatory environment: an analysis of the impact of regulations on the pace of technology deployment in Poland and the EU.
- ↳ Inflation and costs: CPI inflation forecasts and an analysis of the costs associated with acquiring IT talent and computing resources.

**The accuracy of forecasts published in PMR Market Experts by Hume's reports is exceptionally high, with a typical error level (MAPE) usually below 3%.**



1

## Unique first-hand data

Access to proprietary research results conducted on a sample of 500 companies (B2B) and individual users (B2C).

2

## Access to precise forecasts for 2026-2031

The report contains 5-year forecasts developed on the basis of econometric models (including ARIMA, VAR, and multiple regressions).

3

## Understanding barriers and risks

You will gain insight into the real-world challenges faced by Polish companies, allowing you to avoid costly mistakes in your own projects or better align your offer with customer concerns.

4

## Identifying the most profitable niches

Analyzing 23 industries via our „Sector Attractiveness Index“ pinpoints where AI potential and budgets grow fastest.

5

## GenAI and tech insights

Analyzing trends like Generative AI (GenAI) helps assess if they provide a lasting growth foundation for your sector.

6

## Legal environment analysis

Understand how upcoming regulations will impact the market in Poland, which is vital for compliance and business continuity.

7

## Polish user profile

Understand why Poles use AI and how many are ready to pay for premium versions (subscription models).

8

## Competitive benchmarking

Profiles of key market players and solution providers designed to help you accurately assess your own market position and gain a deeper understanding of the high standards set by global technology leaders.

9

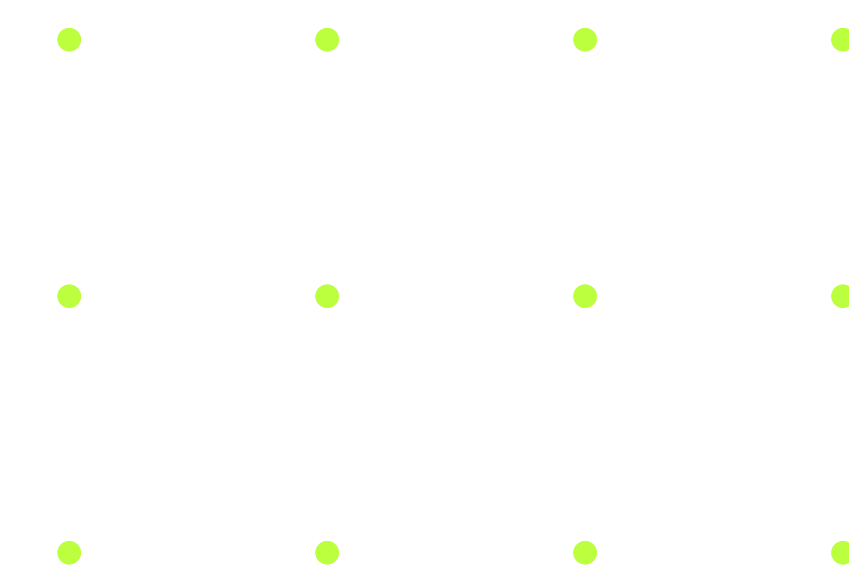
## Additional materials: raw data in Excel

Enables independent data aggregation, custom analysis, and the development of internal organizational models.

10

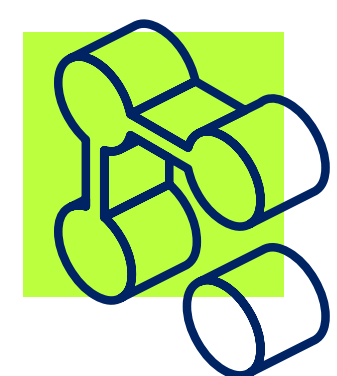
## Proprietary research and expertise

Combined data sources (primary and secondary), 20+ years of market experience, and a methodology based on dozens of variables.

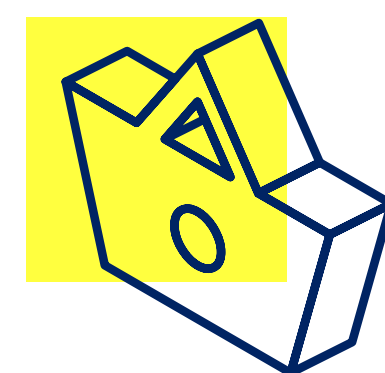


## PMR Market Experts is a brand of market reports developed by Hume's Institute.

At **PMR Market Experts**, we have been producing cyclical industry reports for over 20 years. Our core specializations include::



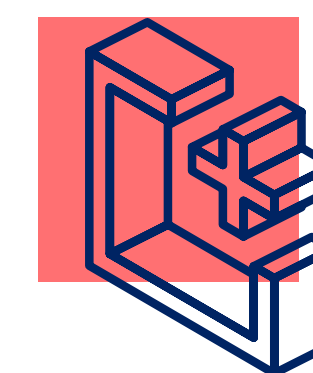
**Digital & ICT**



**Retail**



**Pharma & Healthcare**



**Construction**

Our reports are more than just a collection of facts – they provide reliable knowledge built on proven methodology. By combining primary and secondary data with proprietary algorithms and econometric models, we deliver precise insights into market value, dynamics, segmentation, and key industry players.

We are part of the **Hume's Institute** – a 360-degree research agency specializing in quantitative and qualitative research, market forecasting, and predictive analytics.

The synergy between PMR Market Experts' data verification experience and Hume's Institute's unique insights and verified forecasts provides our clients with actionable knowledge and a competitive edge.

To date, over 600 clients worldwide have trusted our services. We have analyzed more than 5,000 brands across over 50 markets. Our reputation is built on the trust of global leaders – **we cooperate with 70% of the Fortune 500 companies.**

**20+**

years of experience

**600+**

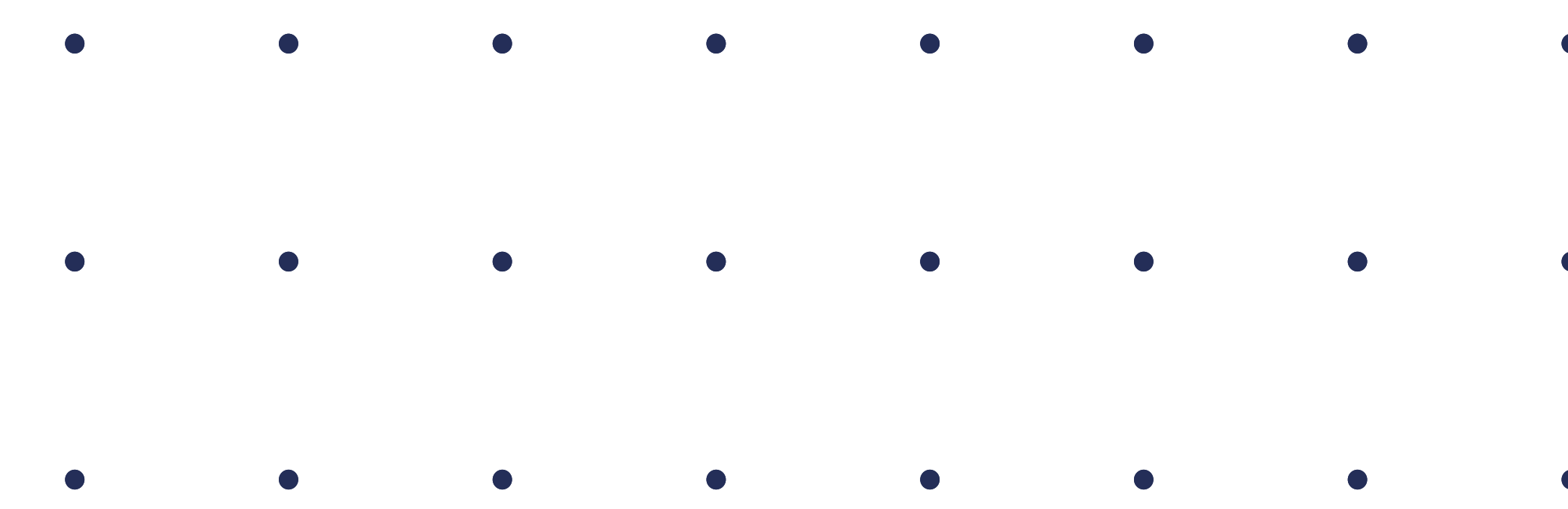
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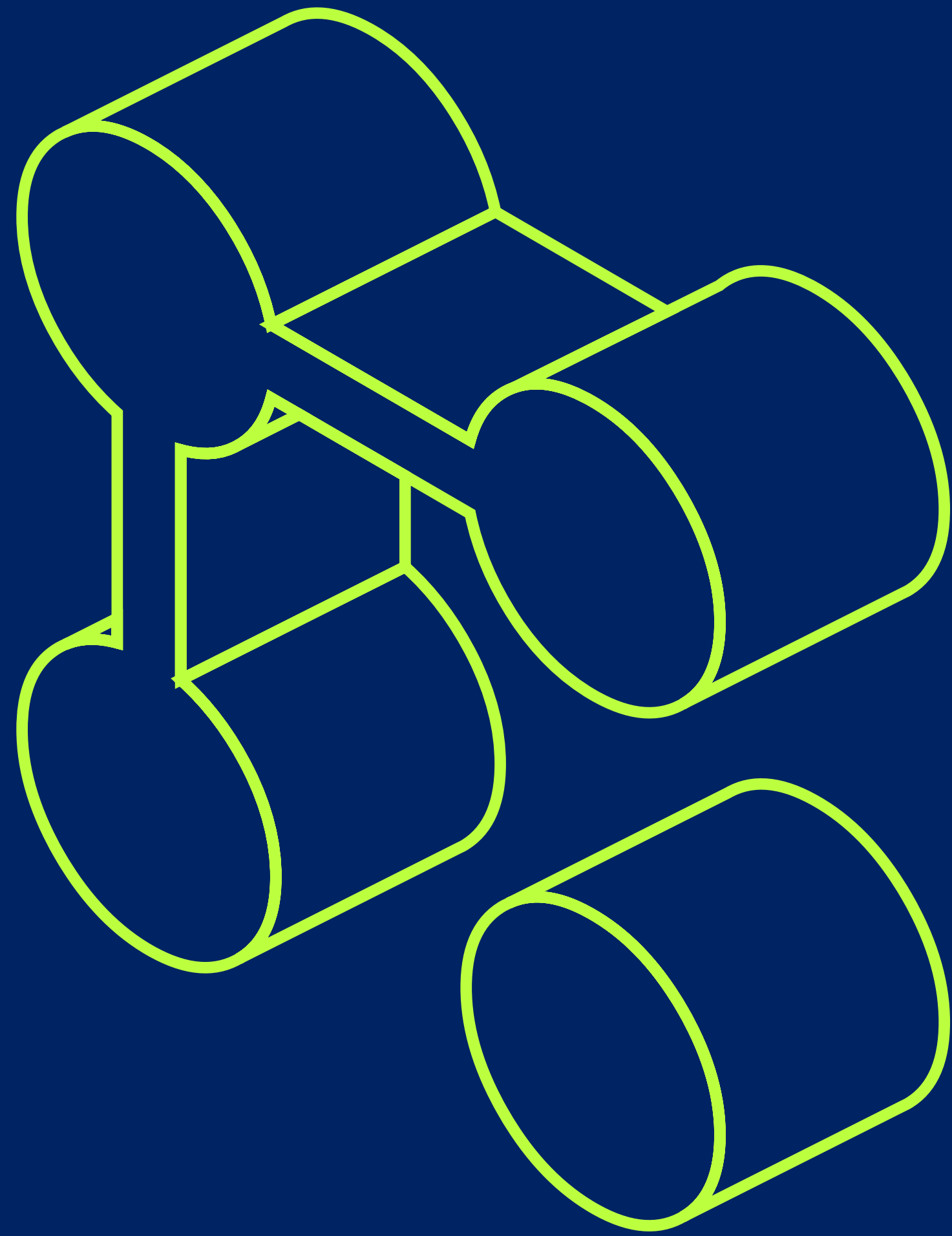
**50+**

countries analyzed



## Trusted by over 600 companies, including:





# DIGITAL & ICT REPORTS 2026

## TELECOMMUNICATION & STREAMING

- **Integrated telecommunications services market in Poland**
- **Telecommunications market in Poland**
- **Telecommunications services for business and carrier segment in Poland**
- **Mobile internet and value-added services market in Poland**
- **Pay TV and VOD market in Poland**

## CLOUD & DATA CENTERS

- **Cloud computing market in Poland**
- **Data centre market in Poland**

## ICT

- **ICT market in Poland**
- **ICT outsourcing and managed services market in Poland**



# DIGITAL & ICT REPORTS 2026

## AI & DIGITAL TRANSFORMATION

- AI market in Poland
- Internet of Things market in Poland (2025)

## CYBERSECURITY

- Cybersecurity market in Poland

## E-COMMERCE

- Online services market in Poland

## GAMING

- Gaming market in Poland

# Can't find the answer you need? **We will dive deep into your specific topic and deliver a custom solution!**

At Hume's Institute, we offer customized, in-depth analyses, focusing on research ranging from trend exploration and market future modeling to customer segmentation and innovation testing. We help our clients find answers to their key questions by delivering reliable, fact-based knowledge in both the B2B and B2C sectors.

## WE CAN SUPPORT YOU IN 6 STRATEGIC BUSINESS AREAS:

### Market

Market potential and structure analysis. 5-year forecasts, scenario modeling, and trend identification.

### Customer

Segmentation and decision-making process mapping. Satisfaction surveys and identification of hidden needs.

### Products

Innovation and product concept testing, optimization of product portfolio, pricing, and key decision-making attributes.

### Competition

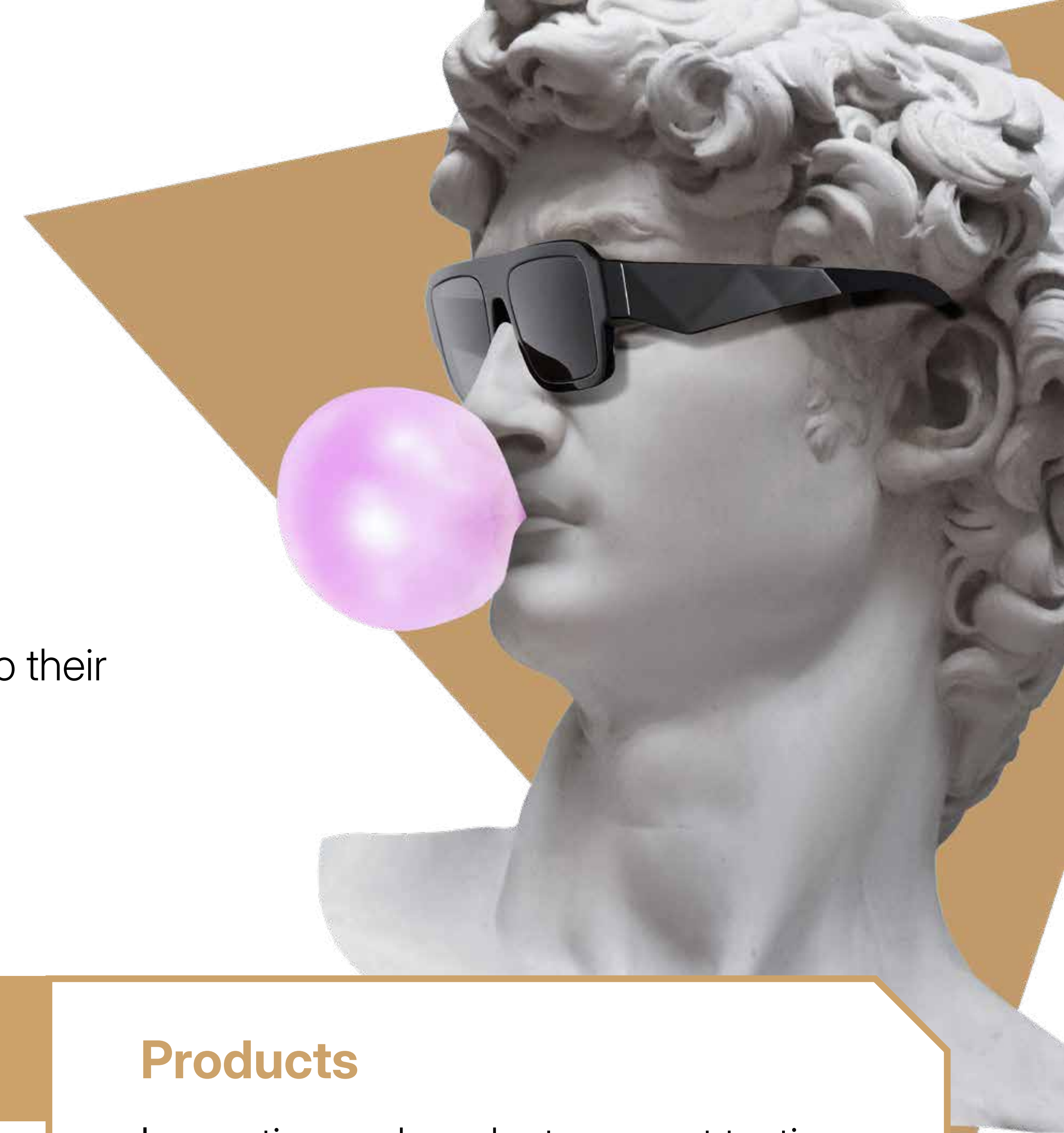
Benchmarking, analysis of key players' strategies, and monitoring of competitors' future actions.

### Distribution

Optimal sales channel analysis and effectiveness. Research into purchasing processes across channels.

### Marketing and Communication

Effectiveness research of campaigns and communication alignment. Brand image and positioning audit.



# Contact



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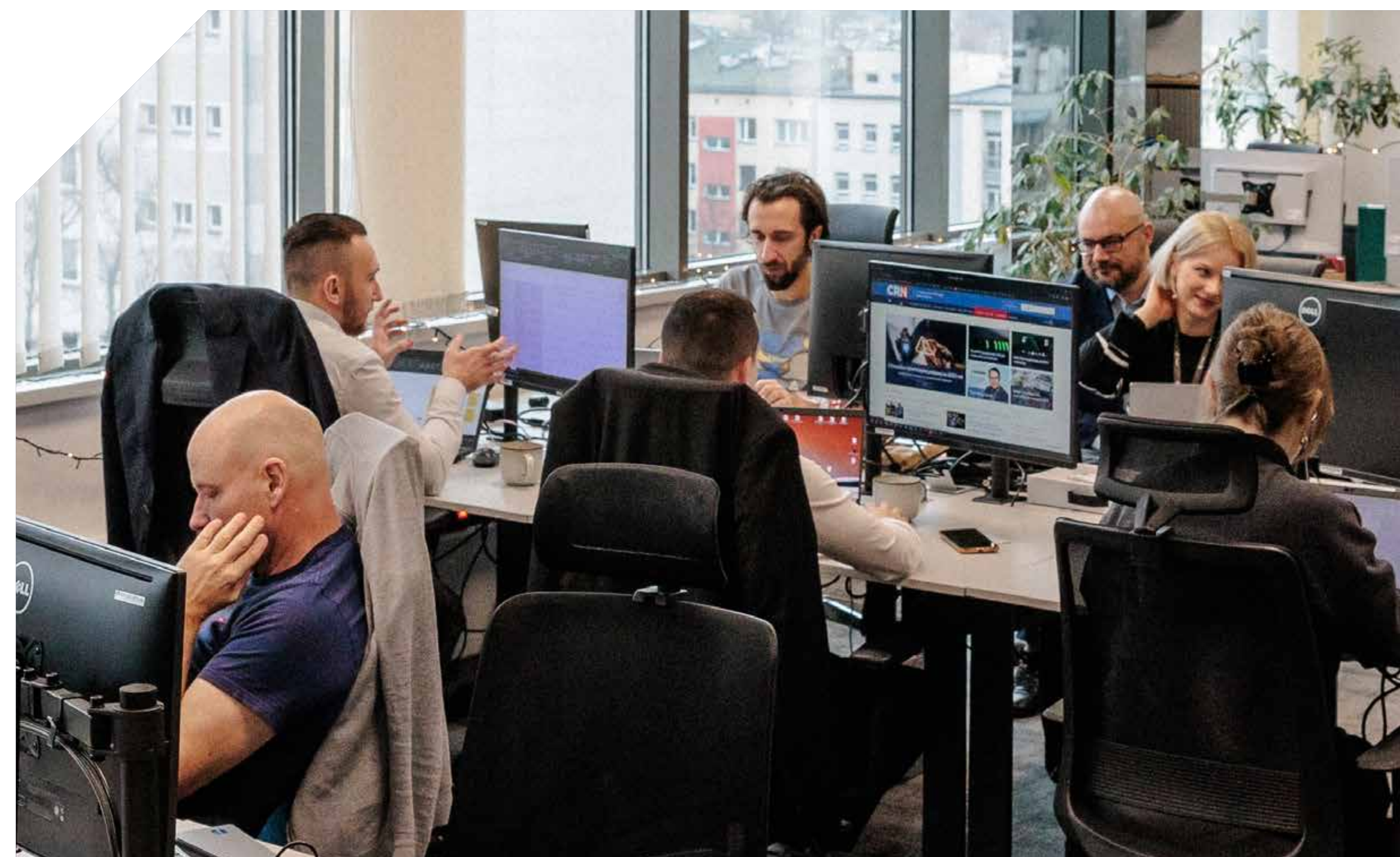
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