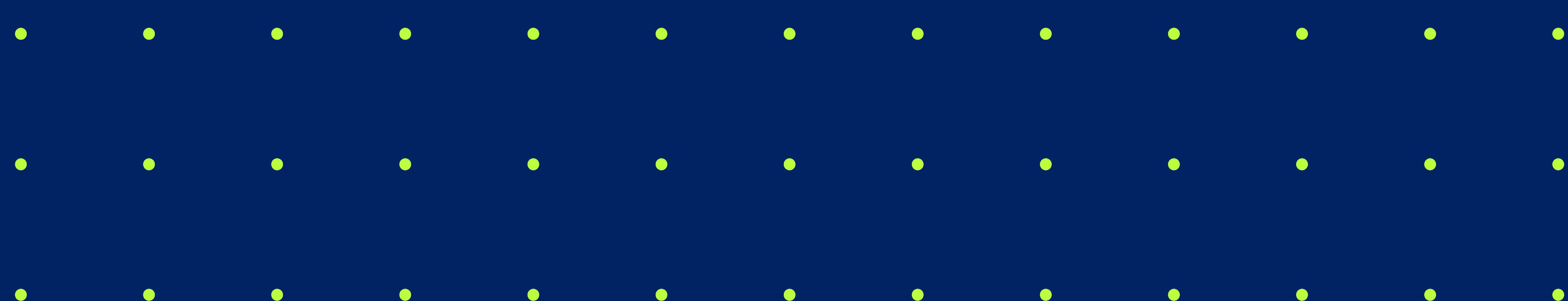
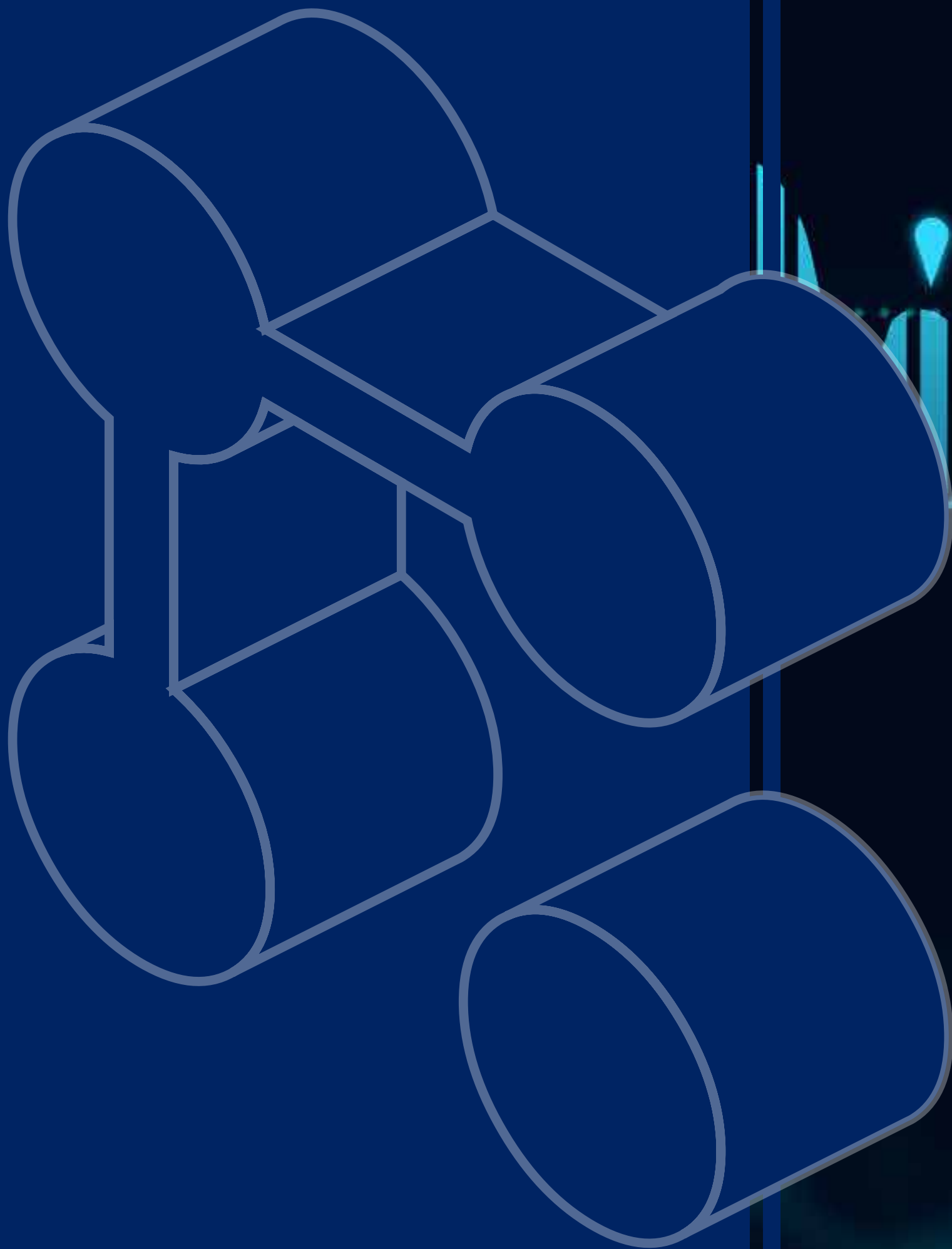


# CLOUD COMPUTING MARKET IN POLAND 2026

MARKET ANALYSIS AND DEVELOPMENT FORECASTS FOR 2026-2031





## Board and C-Level

Make strategic investment decisions based on a reliable valuation of the cloud market in Poland and detailed development forecasts through 2031.

## IT & Technology Department

Benchmark your own infrastructure against market standards and optimize the choice of service delivery models (SaaS, IaaS, PaaS) and providers, including both local players and global hyperscalers.

## Sales & Business Development Division

Accurately target your offer to economic sectors with the highest purchasing potential and identify market niches among micro-businesses, SMEs, and large enterprises.

## Strategy & Insights Division

Utilize ready-to-use data on market dynamics and vertical structure to build internal business models and monitor trends or legal and regulatory changes.

## Marketing & Product Division

Align your communication and service parameters with the real-world needs of end-users (SaaS) and developers (PaaS), based on proprietary B2B research results from PMR Market Experts.

## Operations Department

Plan the migration of resources to the cloud (public, private, or hybrid) effectively to increase flexibility, security, and business continuity.

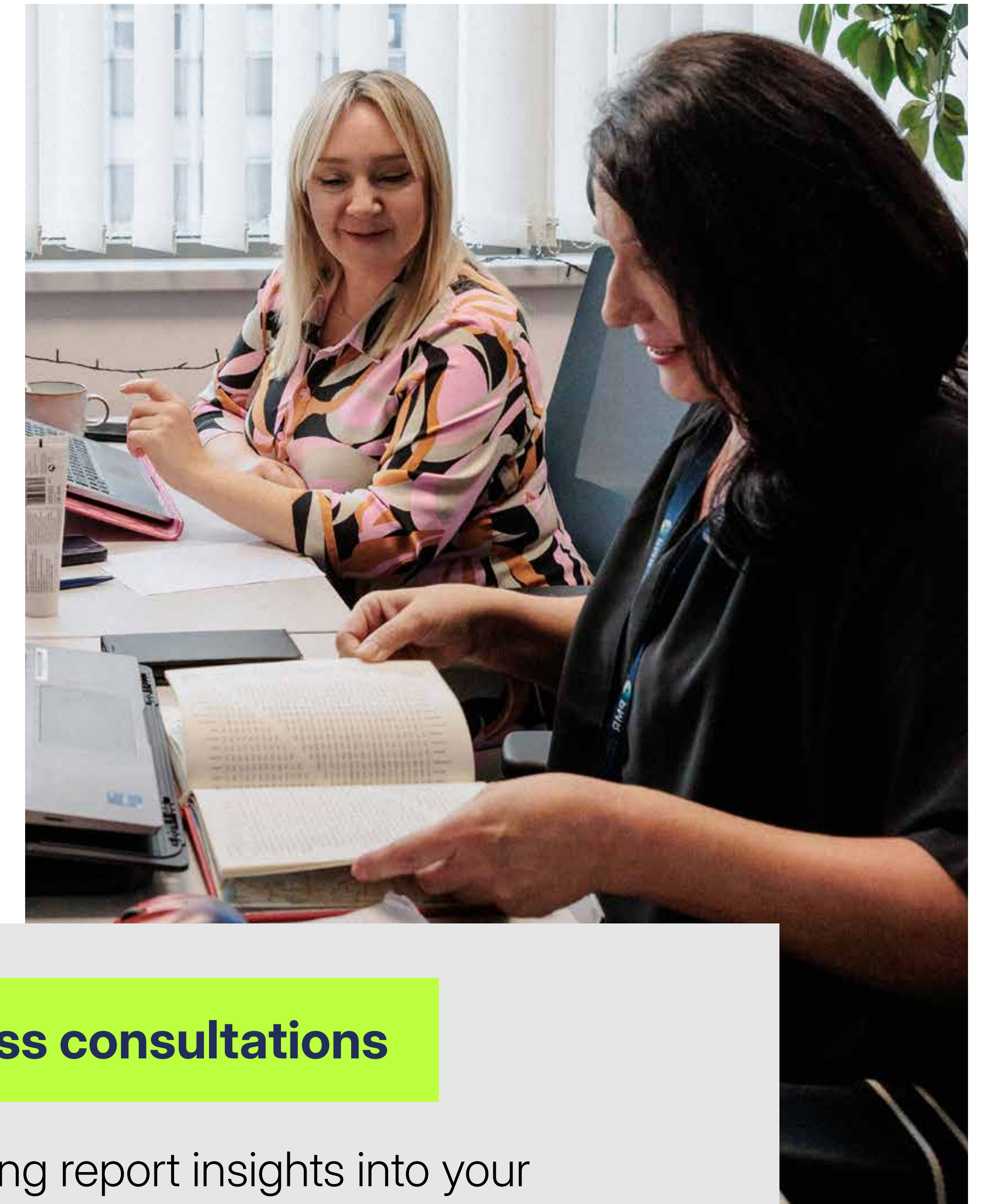


**Investing in our report means gaining a comprehensive toolkit and expert support that extends far beyond a simple data set.**

## THE REPORT PACKAGE INCLUDES:

- Main Report (PDF): In-depth analysis of cloud computing market in Poland, 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

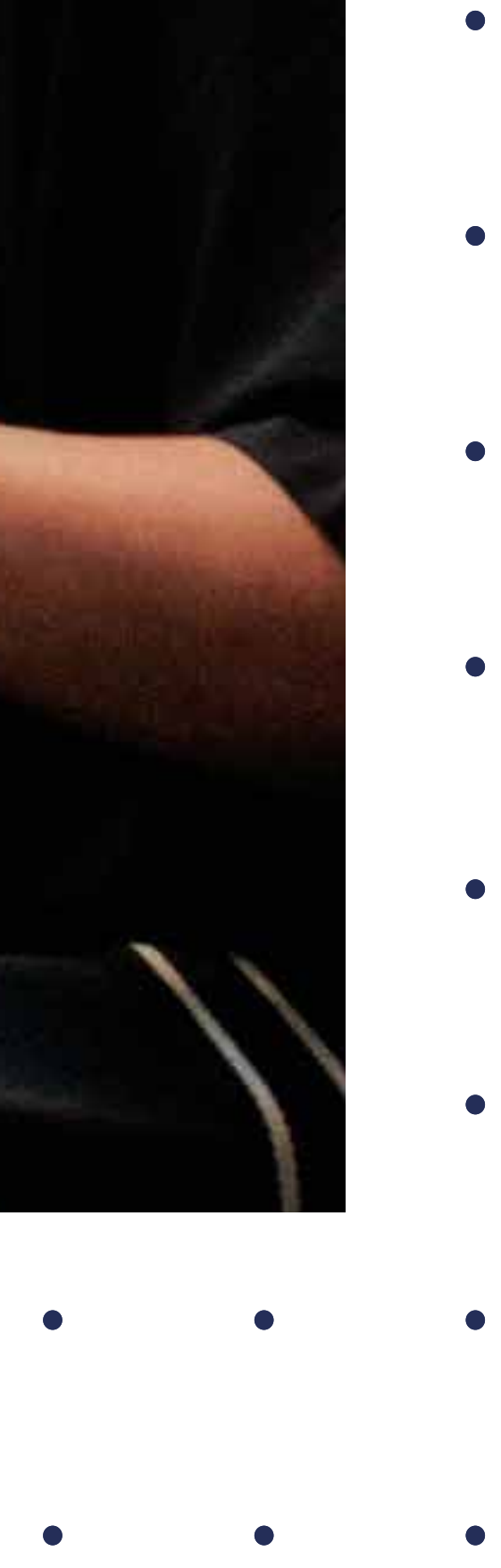
A high-level presentation of key insights designed to support internal kick-offs and facilitate knowledge sharing across teams.

**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**



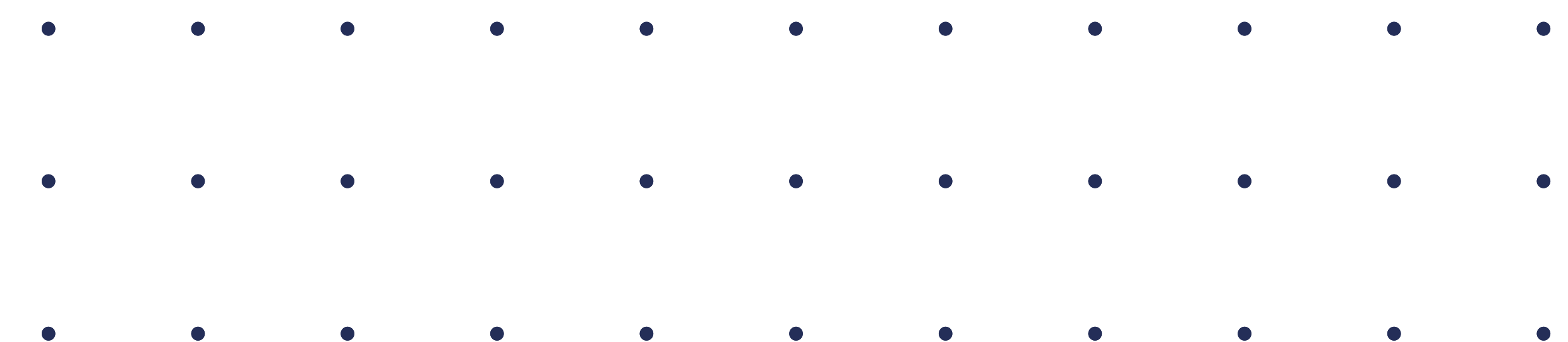


## Market value, structure, and forecasts

- ↳ **Cloud computing market value** in Poland (2015-2025) with detailed development forecasts to 2031.
- ↳ **Market structure** by deployment models (public vs. private cloud) and service models (SaaS, IaaS, PaaS).
- ↳ **Impact of external factors** – analysis of macroeconomic, demand, and supply factors, as well as significant legal and regulatory changes in cloud computing.
- ↳ **Long-term forecasts for 2026-2031** developed using the proprietary PMR Market Insight methodology and econometric models.

## Segmentation and Development Areas

- ↳ **Vertical market structure** – detailed breakdown of cloud spending across individual economic sectors.
- ↳ **Segmentation by entity size** – analysis of cloud penetration and utilization among micro-businesses, the SME sector, large companies, and public institutions.
- ↳ **Cloud usage areas** – identification of key business processes migrated to the cloud (e.g., backup, DR, desktop virtualization).





## Corporate attitudes and demand analysis

- ↳ **Results of a proprietary B2B study** conducted among representatives of Polish enterprises regarding the real-world utilization of cloud services.
- ↳ **Price level analysis** – monitoring of public cloud service rates (IaaS) on the Polish market.
- ↳ **Market SWOT analysis** – identification of strengths, weaknesses, opportunities, and threats to the development of the cloud sector in Poland.
- ↳ **Distribution channels** – analysis of how providers reach end-users.

## Benchmarking and key players

- ↳ **Profiles of leading providers (IaaS/PaaS)** – detailed analysis of market leaders, including global hyperscalers and key local players.
- ↳ **SaaS provider ranking** – a list of the most important software-as-a-service vendors operating on the Polish market.
- ↳ **The role of IT integrators** – analysis of companies supporting migration and management of cloud environments.
- ↳ **Revenue summary** – a list of leading cloud computing service providers in Poland by generated revenue.

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## Models

- ↳ Public cloud
- ↳ Private clouda
- ↳ SaaS
- ↳ IaaS
- ↳ PaaS

## Target audience

- ↳ Micro-businesses
- ↳ SMEs
- ↳ Large companies
- ↳ Public institutions

## Economic sectors

- ↳ Retail
- ↳ Manufacturing
- ↳ Finance and insurance
- ↳ Public administration
- ↳ Services

## Distribution channel

- ↳ Vendor
- ↳ Partner
- ↳ Reseller



## Methodology and sample size

- ↳ Research method: the survey was conducted using the Computer-Assisted Telephone Interviewing (CATI) method.
- ↳ Sample size: the study was carried out on a sample of n=600 companies.
- ↳ Purposive sample: the analysis includes diverse perspectives from companies operating in Poland that use cloud services or plan their implementation-ranging from micro-businesses and the SME sector to large corporations and enterprise-level companies. Respondents represented key industries, including: retail, manufacturing, finance and insurance, public administration, and services.

## Key research areas – what did we ask?

- ↳ Adoption and deployment models: the level of utilization of public, private, and hybrid clouds, as well as the popularity of service models (SaaS, IaaS, PaaS).
- ↳ Usage areas: business processes migrated to the cloud, including the use of virtualization, containerization, backup, and Disaster Recovery.
- ↳ Barriers and challenges: main factors deterring companies from migration, concerns regarding data security, and an analysis of how legal and regulatory changes impact the choice of provider.
- ↳ Providers and selection criteria: benchmarking of providers (local vs. global hyperscalers), satisfaction levels with cooperation, and key factors driving the purchase of services.
- ↳ Outlooks and budgets: investment plans for 2026-2031 and the projected impact of cloud technologies on business efficiency and digital transformation.



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

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

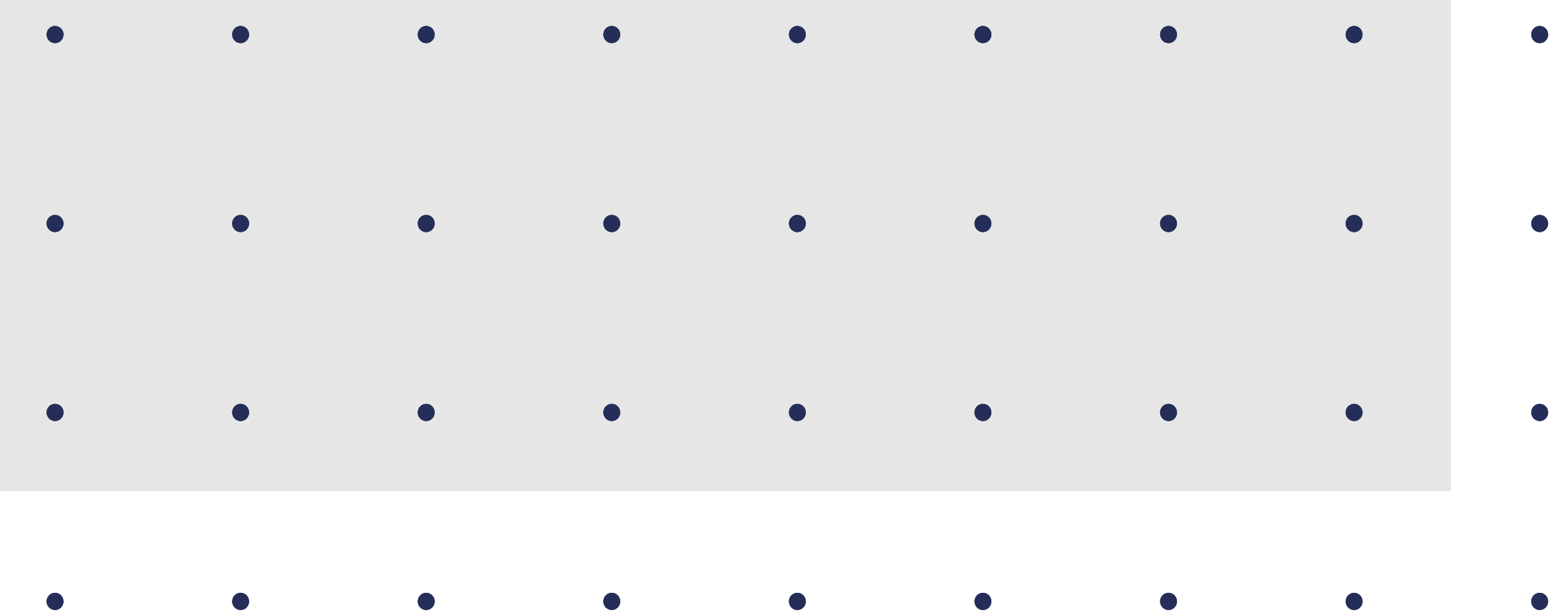
- ↳ Market value: Forecasts for the total value of the cloud computing market in Poland, including annual growth dynamics (CAGR) through 2031.
- ↳ Technology segments: Development forecasts for individual service models (SaaS, IaaS, PaaS).
- ↳ Vertical structure: Forecasts for cloud technology spending broken down by the most important economic sectors.

## Advanced macroeconomic input

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

- ↳ GDP and investments: forecasts for real GDP dynamics and gross fixed capital formation, which influence companies' readiness to invest in subscription-based IT models.
- ↳ Labor market and wages: analysis of real wage dynamics and the unemployment rate (LFS/BAEL), which drive the demand for automation and operational cost optimization.
- ↳ ICT spending: forecasts for the share of cloud spending within total corporate IT budgets and an analysis of the migration pace from on-premise solutions.
- ↳ Regulatory environment: analysis of the impact of regulations on the pace of technology implementation in Poland and the EU.
- ↳ Inflation and costs: CPI inflation forecasts and analysis of energy costs and data center maintenance, which influence the pricing policies of cloud service providers.

**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**

## Comprehensive market sizing through 2031

You will receive precise data on the value of the cloud market in Poland along with reliable long-term forecasts (CAGR).

**2**

## Detailed segment analysis (SaaS, IaaS, PaaS)

You will discover which cloud service segment is expanding most rapidly and where the greatest growth potential lies.

**3**

## Vertical structure analysis

You will verify which economic sectors (e.g., finance, retail, manufacturing) generate the highest spending on cloud solutions and learn about their investment potential through 2031.

**4**

## Unique B2B research results (n=600)

You will gain insight into the actual attitudes, purchasing plans, and barriers of Polish enterprises of various sizes.

**5**

## Competitive benchmarking

The report includes a ranking of 40 leading providers and an analysis of the strategies of both global hyperscalers and local players.

**6**

## Understanding migration barriers

You will identify key customer concerns, allowing you to better tailor your offering and sales arguments.

**7**

## Regulatory environment analysis

You will learn how changes in the law (both Polish and EU) impact the market and what requirements service providers must fulfill.

**8**

## IaaS service price monitoring

You will receive an analysis of public cloud service rates (IaaS), enabling effective positioning of your own pricing against the market and optimization of your pricing strategy relative to the competition.

**9**

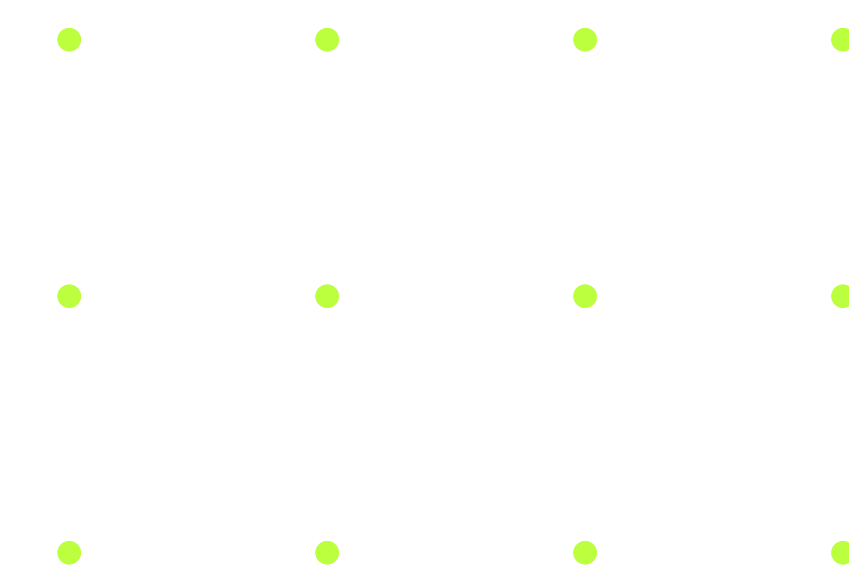
## Additional materials: raw data in Excel

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

**10**

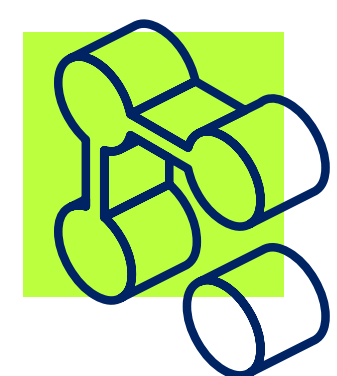
## Proprietary research and expertise

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

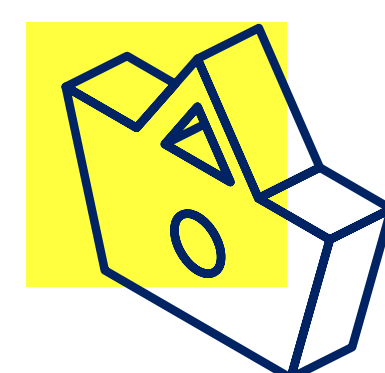


## PMR Market Experts is a brand of market reports developed by Hume's Institute.

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



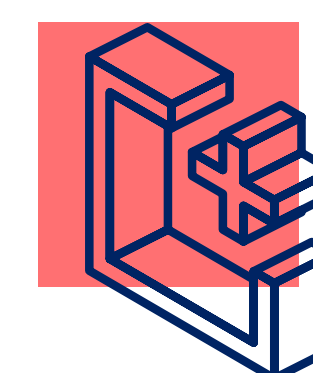
**Digital & ICT**



**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+**

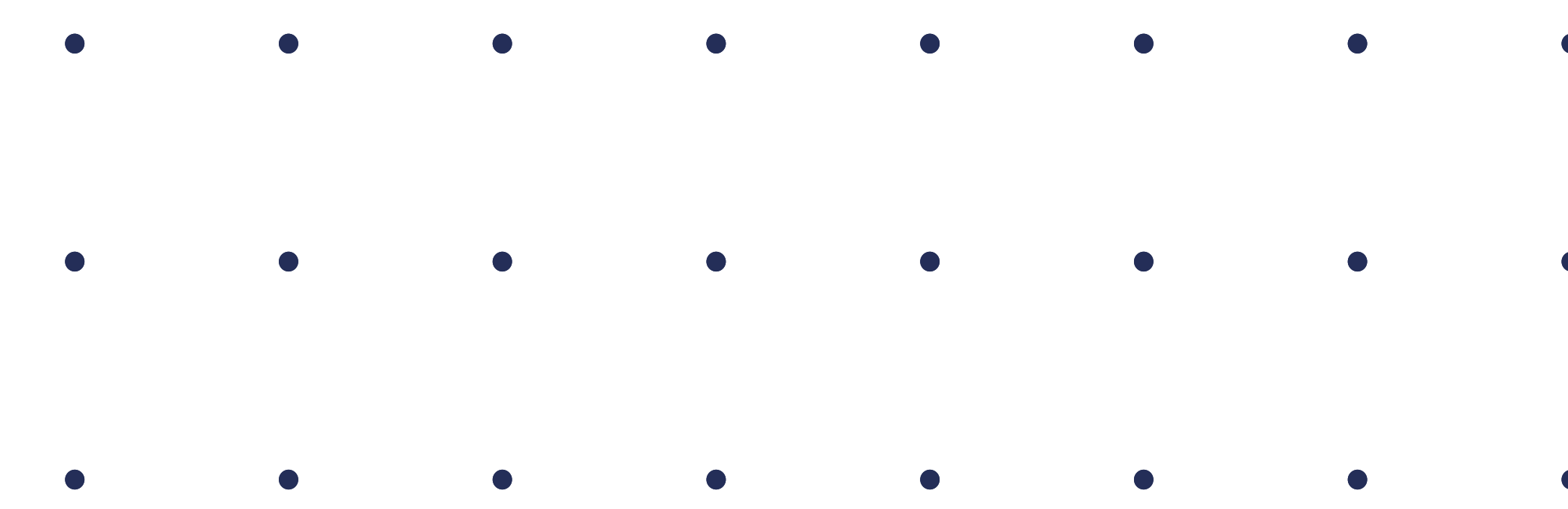
global clients

**5 000+**

brands researched

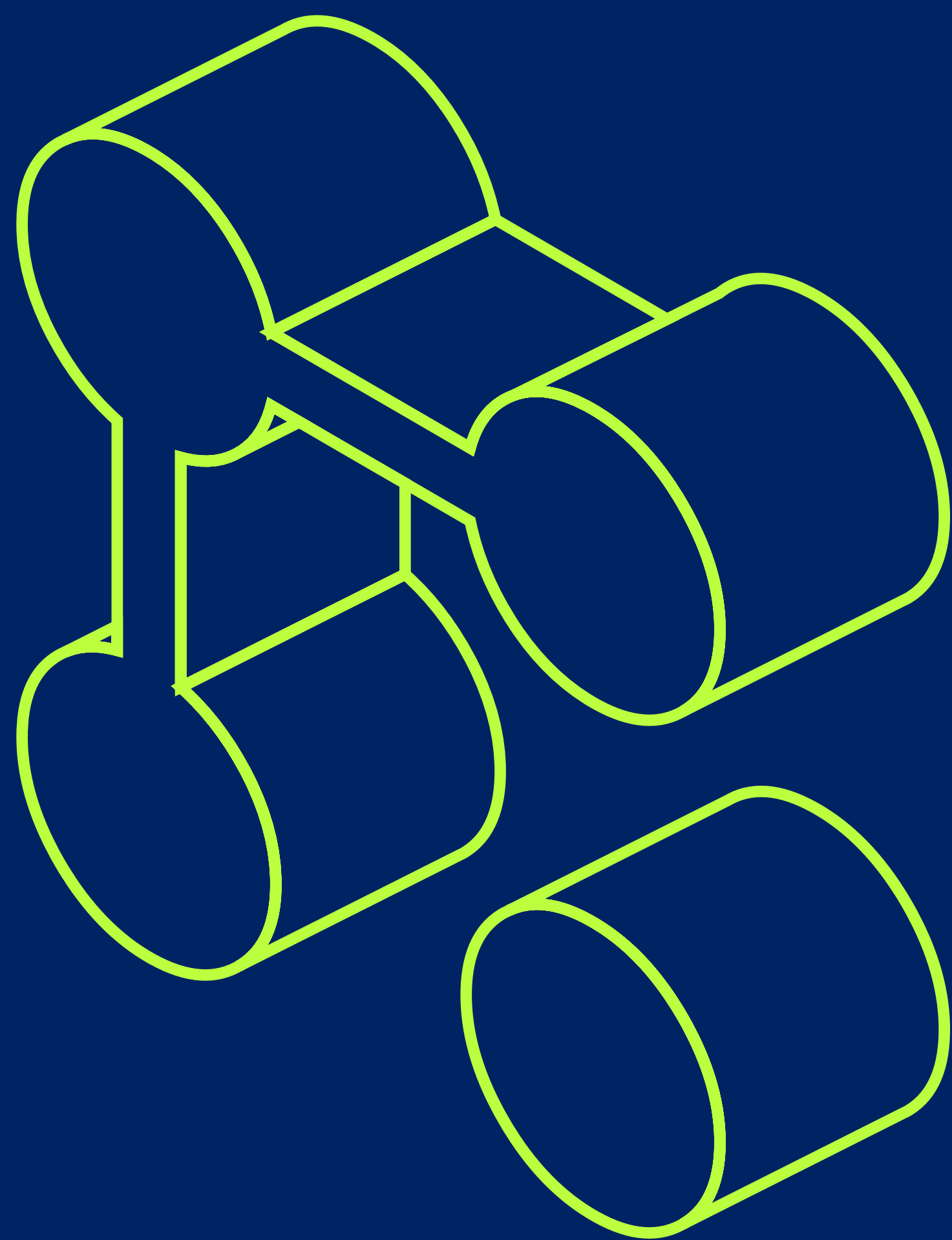
**50+**

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

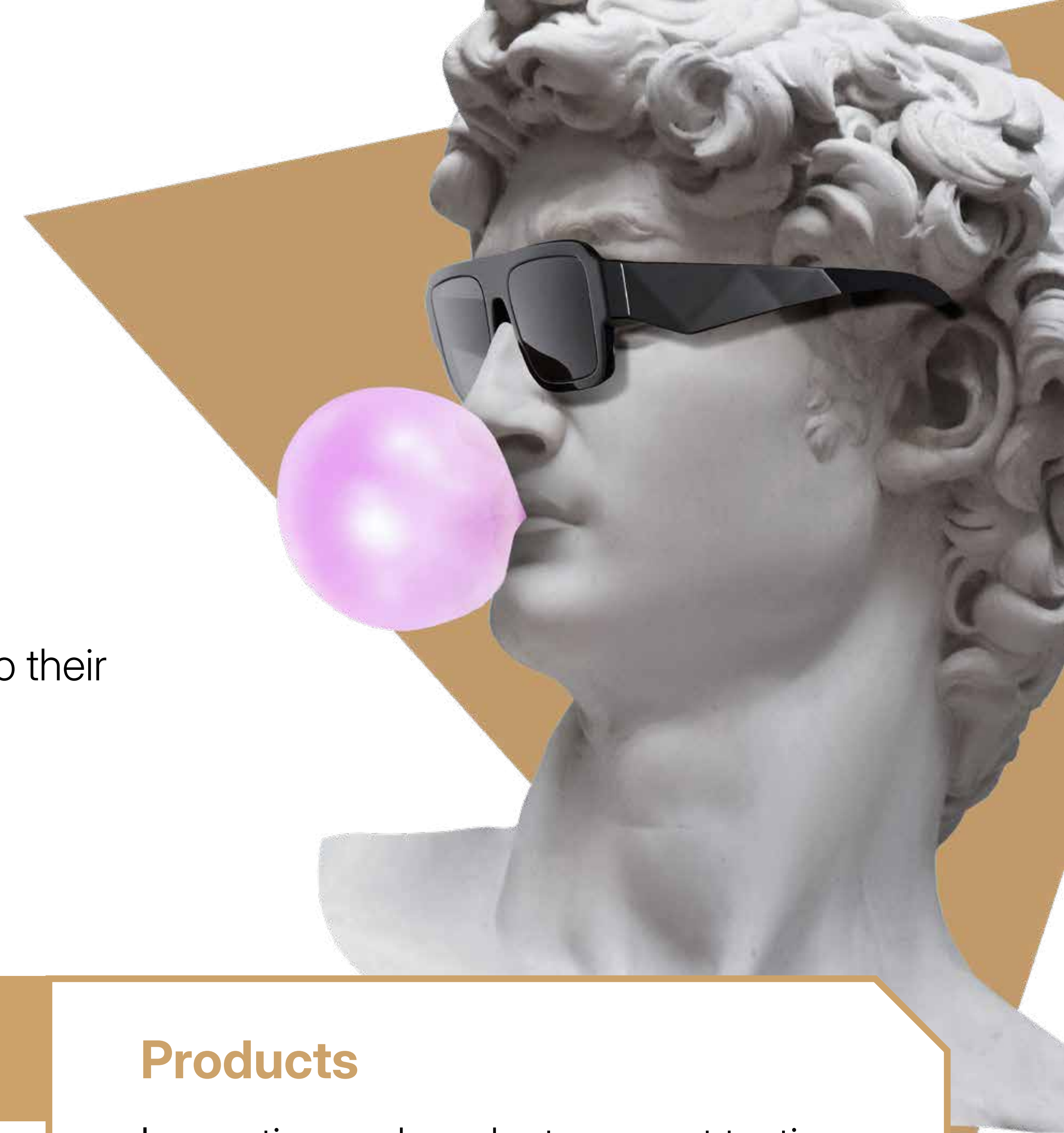
Benchmarking, analysis of key players' strategies, and monitoring of competitors' future actions.

### 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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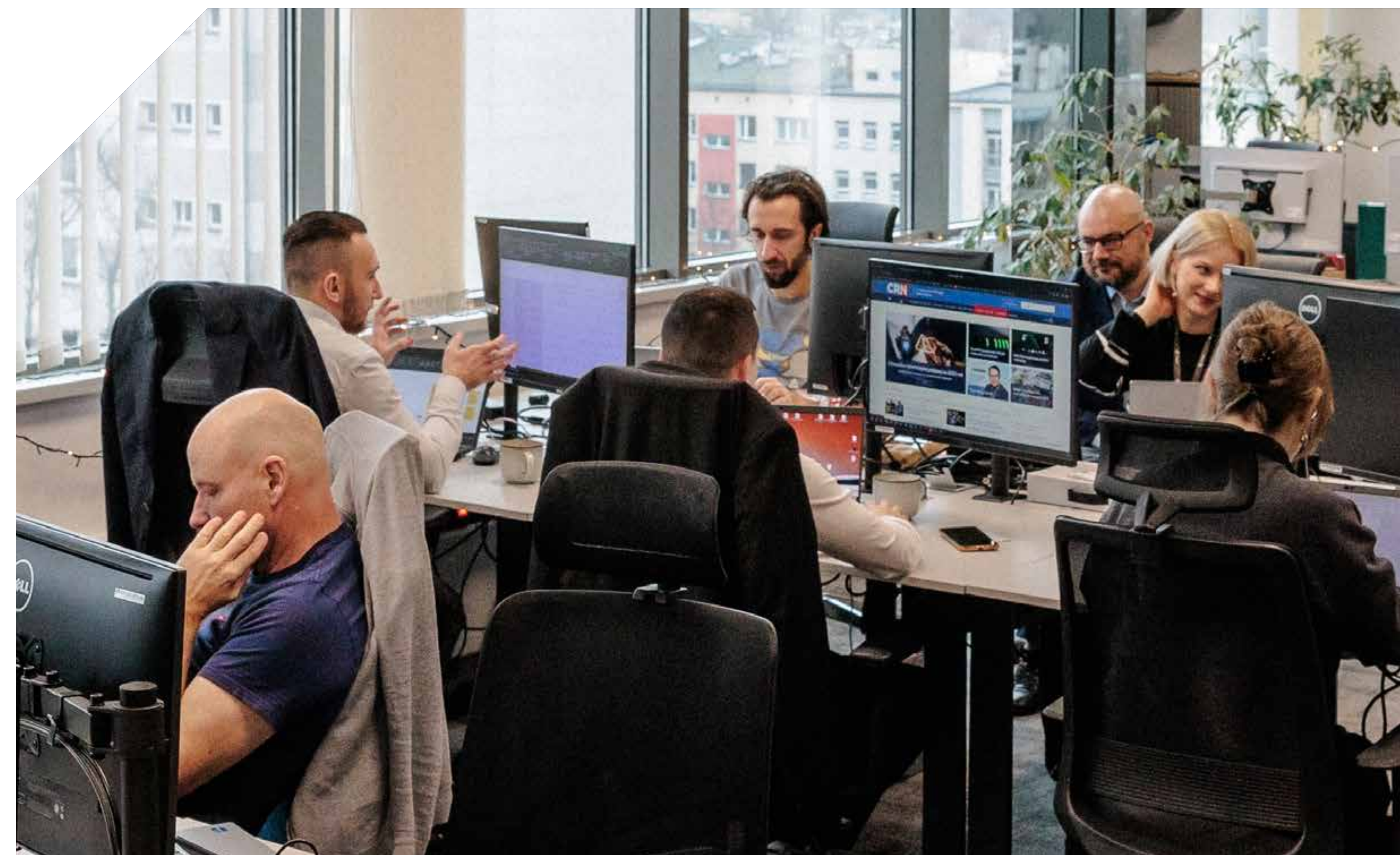
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