



# Toys and Games in Poland

August 2025

Table of Contents

## Toys and Games in Poland

### EXECUTIVE SUMMARY

Tech-based toys, video games and kidults support solid growth in 2024

### KEY DATA FINDINGS

Chart 1 - Key Trends 2024

Chart 2 - Analyst Insight

### INDUSTRY PERFORMANCE

Video games leads growth of toys and games in Poland

OZB combines traditional play with augmented reality features

Chart 3 - Ozobot Encourages Children to Develop Programming And Coding Skills

Cobi targets kidults with retro car construction sets

Chart 4 - Fiat 126P Holds Special Place in Polish Automotive History

AI personalisation drives interactive, adaptive toy development to enhance learning

### WHAT'S NEXT?

Video games to drive future growth due to disposable income increase

Poland's gaming industry set to develop through AI, VR and cloud gaming

Consumers demand educational and culturally relevant toys and games

### COMPETITIVE LANDSCAPE

Video games players lead overall, but LEGO Group benefits from dominance of construction

EduSense expands its market presence through educational integration of Ozobot

Potential acquisitions could significantly impact competitive landscape

### CHANNELS

Retail e-commerce benefits from aggressive marketing and fast delivery options

Rising popularity of online sales challenge physical outlets

### ECONOMIC CONTEXT

Chart 5 - Real GDP Growth and Inflation 2019-2029

Chart 6 - PEST Analysis in Poland 2024

### CONSUMER CONTEXT

Chart 7 - Key Insights on Consumers in Poland 2024

Chart 8 - Consumer Landscape in Poland 2024

### COUNTRY REPORTS DISCLAIMER

### SOURCES

Summary 1 - Research Sources

## Traditional Toys and Games in Poland

### KEY DATA FINDINGS

### 2024 DEVELOPMENTS

Kidults, tech integration and sustainability influence category sales

Chart 9 - Key Trends 2024

### INDUSTRY PERFORMANCE

Construction continues to lead sales, appealing to both children and kidults

Chart 10 - Lego Expands Its Highly Successful Botanicals Range

Chicco's eco-friendly line influences sustainability strategies

Chart 11 - Analyst Insight

Lego capitalises on kidult trend with Architecture series

Clementoni's robot and Lego drive development of tech-integrated toys

## WHAT'S NEXT?

Traditional toys and games to see modest gains due to rising disposable incomes

AI integration and partnerships to transform traditional toys and games

Rise of retail e-commerce to strengthen digital presence of brands

## COMPETITIVE LANDSCAPE

LEGO Group expands adult offerings, strengthening category leadership

Little Dutch, Janod, and Djeco expand presence with design-focused products

Tiger Tribe expands into Poland with Rocking Rollers Cat

Buglo Play acquires LeikkiSet Oy to expand play equipment offering

## CHANNELS

Retail e-commerce strengthens position as leading distribution channel

Armagan Toys enters Poland, challenging established chains such as Smyk

Chart 12 - New Armagan Store Challenges Leading Retailer Smyk in Children's Toy Retailers

## COUNTRY REPORTS DISCLAIMER

[Video Games in Poland](#)

## KEY DATA FINDINGS

### 2024 DEVELOPMENTS

Further shift towards digital content drives sales of video games software

Chart 13 - Key Trends 2024

## INDUSTRY PERFORMANCE

Digital downloads and subscriptions drive software growth due to convenience

Chart 14 - Analyst Insight

Media Expert and x-com boost cloud gaming visibility and subscriptions

Chart 15 - GeForce Now Gains In Subscriptions Helps Solidify X-Kom Position in Innovation Market

Lego leverages kidult trend with video game-themed collectibles and social media

CD Projekt Red uses AI personalisation to boost Cyberpunk engagement

Chart 16 - Polish Game Developer CD Projekt Red Utilizes AI-Driven Design in Latest Updates

## WHAT'S NEXT?

Video games software to lead expansion, driven by disposable income growth

Cloud gaming and AI personalise experiences, changing consumer spending models

CD Projekt Red looks to expand offer, including AI gameplay

## COMPETITIVE LANDSCAPE

Global players retain double-digit share with wide product reach

Varsav Game Studios leverages niche focus for success in gaming

Scopely acquisition of Niantic raises competition and engagement

Local players look to drive immersive, high-tech gaming experiences

## CHANNELS

Steam and Epic Games Store help drive sales of digital video games

Media Expert and Xbox expand in-store presence; Allegro strengthens publisher ties

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/toys-and-games-in-poland/report](http://www.euromonitor.com/toys-and-games-in-poland/report).