



# Video Games in Poland

May 2024

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## Video Games in Poland - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Robust sales continue in video games, despite economic uncertainties  
Growth in e-sports industry helps to support sports-related gaming  
Ongoing shift to online sales channels, which also caters to a strong second-hand market for games

#### PROSPECTS AND OPPORTUNITIES

AI and sustainability trends set to influence future developments  
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Omnichannel strategies and physical "experiential" showrooms set to define the evolution of retail channels

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