



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
Major tech companies will continue to enhance their ecosystems
Omnichannel strategies and physical "experiential" showrooms set to define the evolution of retail channels

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