

COUNTRY FOCUS

2025 POLAND



Population **40.5** millions

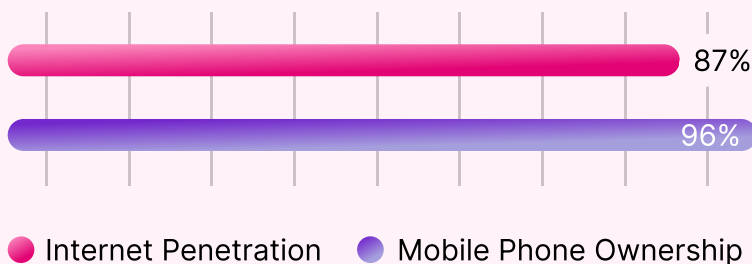


Gross Domestic Product (in \$)

688 billion

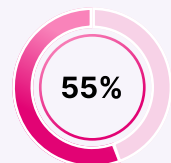
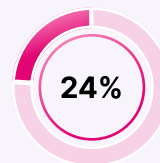


40 y Median Age



Credit Card Penetration

Mobile Money Account



Sim Cards

50 millions

Prepaid Connections
> 29%

Postpaid Connections
> 71%



Main Telcos

Market share
(Mobile connections):

orange™

36%

PLAY

26%

T-Mobile

25%

Others

13%

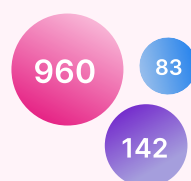
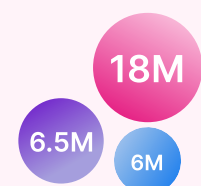


Digital Content Usage

Number of Users
(by 2027)

Revenue
(in millions of €)

User Penetration
(in %)



Mobile Gaming Video Streaming Music Streaming



Share of Mobile Broadband Connections
(3G-4G-5G)

