

BUSINESS OPPORTUNITY

Digital Technologies

Poland has emerged as a leader in digital transformation within Central and Eastern Europe (CEE), driven by government initiatives, a skilled workforce, and strategic investments.

With its robust ICT infrastructure and innovative policies, Poland is positioning itself as a "Digital Challenger," fostering growth across public and private sectors.

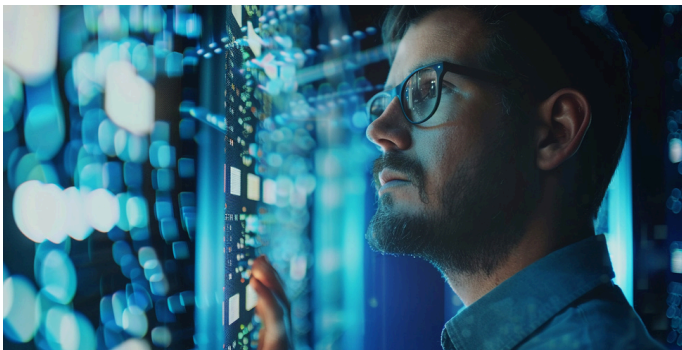
KEY DRIVERS OF DIGITAL TECHNOLOGY GROWTH

Government Initiatives: Programs like "Digital Poland" aim to enhance digital literacy, expand broadband access, and support innovation. The Polish government plans to allocate **5% of GDP** to digital development by 2025.

EU Funding: Poland benefits from EU Recovery Funds, focusing on e-administration, cloud adoption, and cybersecurity.

Skilled Workforce: With **over 525,000 IT specialists** and a growing pool of ICT professionals, Poland attracts significant foreign investments in digital technologies.

Cloud Computing: Cloud technology is expected to generate **€27 billion annually by 2030**, equivalent to 4% of GDP. It is driving new business models and innovation across industries.



INDUSTRY-SPECIFIC DEVELOPMENTS

E-Commerce: E-commerce has grown significantly, with online retail sales reaching **PLN 701.1 billion in 2024**. Increasing internet penetration and consumer preferences are driving this expansion.

Cybersecurity: Poland ranks among the top five nations globally in cybersecurity preparedness. Investments of **\$700 million** are planned for 2025-2026 to bolster defenses.

IoT and Big Data Analytics: IoT adoption is transforming industries like **manufacturing** and **healthcare**, while **big data analytics** is improving decision-making and operational efficiency.

E-Government Solutions: Integration of digital tools into public services is enhancing transparency and accessibility for citizens.

TRENDS AND OPPORTUNITIES

Generative AI: Over 27% of Polish companies already use AI tools like ChatGPT, with adoption expected to grow further in 2025.

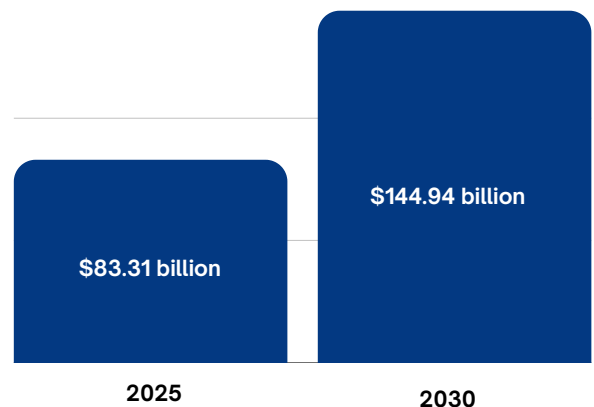
5G Deployment: Expansion of high-speed internet infrastructure is enabling smart city projects and IoT applications.

Sustainability through Digitalization: Companies are adopting circular economy models supported by cloud-based solutions to reduce waste and improve efficiency.

Start-Up Ecosystem: Poland's vibrant start-up culture is fostering innovation in fintech, e-commerce platforms, and enterprise software solutions.

THE ROAD AHEAD: PROSPECTS FOR 2025 AND BEYOND

Poland's digital market size is projected to grow at a CAGR of **11.71%** from 2025 to 2030.



Source: Mordor Intelligence

