

Annual Report

2025

VideoGamesPoland



ASSOCIATION

The logo for SPiDOR, featuring the word in a stylized font with a teal-to-white gradient. The letters 'S', 'P', 'i', and 'D' are teal, while 'O', 'R', and the second 'O' are white. A white horizontal line is positioned below the text.The logo for VideoGamesPoland ASSOCIATION. The text 'VideoGamesPoland' is in a large, white, sans-serif font. Below it is a white horizontal bar with a red gradient on the left side. The word 'ASSOCIATION' is written in a smaller, white, sans-serif font on the right side of the bar.The logo for Video Games Poland. The text 'Video Games Poland' is stacked in three lines in a white, sans-serif font. Below it is a white horizontal bar with a red gradient on the left side.The logo for VGP. The letters 'VGP' are in a white, sans-serif font. Below it is a white horizontal bar with a red gradient on the left side.

In 2025, the association changed its name to Video Games Poland, which fully reflects the scale and nature of our local and international activities.

The rebranding streamlined the organization's identity and strengthened the consistency of communication related to the association's mission, dialogue with the industry and the public sector, as well as research on video games and their users.

Jarosław Kędzior
Chairman of the Board

J. Kędzior



The year 2025 was a time of consistent strengthening of foundations and redefining the role in the social and institutional environment in which our organization operates. As Video Games Poland, we are entering the next stage of development and professionalization as the video game industry grows in importance for culture, education, and the economy.

Since the Association was established in 2008, our goal has been to represent this dynamically growing sector and to build a space for dialogue. Today, video games are an integral part of contemporary social life. This places an even greater responsibility on us as an industry organization to support honest debate, promote good practices, and help create a stable regulatory environment.

The past year has shown how important partnership is. Cooperation with public administration, the educational community, and other non-governmental organizations allows us to build understanding for the specifics of the gaming market and its challenges. In a world of accelerating technological change, transparency of actions and shared responsibility for shaping a safe and sustainable ecosystem are of particular importance.

The report we are presenting to you is a summary of this work – specific projects, initiatives, and activities undertaken over the past year. It is also a starting point for further discussion on the role of the video game industry in Poland and Europe. I kindly invite you to read it!

dr Dominika Urbańska-Galanciak
Managing Director

D. Urbańska-Galanciak



The year 2025 brought a significant change. Following a decision by the General Meeting, since April we have been operating under the name Video Games Poland, which better reflects the organization's role as a platform for dialogue, education, and a reliable source of knowledge about video games. It was also an important year in terms of international visibility. An invitation to participate in a discussion on opportunities for the development of the video game sector during the WTO Public Forum confirmed that video games are now seen as part of the knowledge-based economy, but also as an important area of contemporary culture and education in the field of digital skills.

At the same time, we developed international partnerships with Women in Games and Playing for the Planet Alliance, co-organizing events and debates on the role of the video game sector in achieving sustainable development goals and promoting inclusiveness and accessibility. Thanks to international cooperation, we participated in the latest edition of the Power of Play report, which allowed us to listen to the voices of Polish gamers. The data collected indicates that gaming helps to cope with stress, maintain balance in everyday challenges, and develop creativity, and that the impact of games on mental and social well-being is increasingly shaping the industry's responsible approach.. The players' perspective is complemented by the voice of parents, more than half of whom recognize the positive impact of games on family relationships. This confirms that games can be a space for dialogue, spending time together, and learning, as long as they are accompanied by awareness, knowledge, and the right tools.

That is why, over the past year, we have consistently developed initiatives involving educational activities that strengthen the skills of parents, teachers, and gamers, from webinars on the use of games in education to discussions on digital hygiene. These activities are complemented by a growing library of video materials and our Ask About Games platform.

International activities

For Video Games Poland, 2025 was a period of significant strengthening of its international presence and active participation in the debate on the role of video games in the economy, culture, and education. Participation in global industry events and cooperation with international organizations enabled us to present the perspective of the Polish video game sector and establish relationships that fostered the exchange of knowledge and experience.



WTO Public Forum

The Public Forum is one of the most important WTO events, bringing together representatives of governments from around the world, social organizations, academia, business, and international institutions. During the session “The Power of Play: Interactive Entertainment Worldwide,” VGP Managing Director Dominika Urbańska-Galanciak spoke with Stanley Pierre-Louis, head of the Entertainment Software Association. The discussion drew the audience's attention to how the video game industry, combining the creative and technological sectors, stimulates economic growth, job creation, and the development of intellectual property. The example of Poland as a dynamic gaming hub has become part of the global conversation about innovation, the digital economy, and the role of games in culture and education.

**The Power of Play:
Interactive Entertainment Worldwide**
18 September 2025 - 17:00 CET

#WTOPublicForum



Global Video Game Associations Summit

The annual meeting of industry representatives from around the world, organized by the Global Video Games Coalition and ESA - Entertainment Software Association, was held last year in Austin, Texas. Dominika Urbańska-Galanciak appeared in a fireside chat with Stanley Pierre-Louis, head of ESA, in which she talked about the Polish gaming market and shared her experiences with VGP's activities.



Playing for the Planet Alliance

In 2025, the Association joined the Playing for the Planet Alliance, an international initiative operating under the auspices of the United Nations Environment Programme (UNEP), which brings together companies and organizations from the video game industry involved in climate action. Joining the initiative was a formal confirmation of the Association's readiness to support pro-climate educational and communication activities in the field of video games. VGP's involvement in Playing for the Planet focuses on promoting responsible practices and incorporating environmental issues into educational activities and dialogue with stakeholders.



Press Play: Video Games Concert

Brussels hosted a unique concert of video game music, organized by Video Games Europe and the Brussels Philharmonic. The evening began with a speech by Cielteje Van Achter, Flemish Minister responsible for Brussels and the media. The event was a celebration of games created in Europe and appreciated around the world. The iconic Flagey Concert Hall brought together European decision-makers, industry representatives, and gamers. Guests listened to music from games by studios such as Activision Blizzard, Electronic Arts (EA), Funcom, Sony Interactive Entertainment, Ubisoft, and Poland's own CD PROJEKT RED. VGP had the opportunity to support VGE in obtaining the rights to music from The Witcher 3 and to invite representatives of the company.



Power of Play - Games for Change Festival

The event, organized by IIDEA in collaboration with Games for Change, brought together specialists from around the world in an inspiring atmosphere focused on games as a tool for positive social change. At our invitation, Karolina Niewęglowska, Director of Player Experience & Safety at CD PROJEKT RED, spoke on a panel dedicated to the role of games in shaping social identity and narratives, sharing her experiences working on The Witcher and Cyberpunk. We also invited Piotr Matecki from Futuregames to participate.



Argentina's Gaming Trade Mission

At the invitation of HE Ambassador of Argentina Alicia Falkowski, we had the pleasure of meeting with an Argentine delegation consisting of representatives of ADVA (Argentina's Video Game Developers Association) and gaming companies. We discussed opportunities for international cooperation, exchanged experiences, and compared the challenges facing our markets.

Local activities

As part of its local activities, Video Games Poland promotes video games as a responsible and valuable form of entertainment that can support mental well-being, the development of digital skills, and the building of social relationships. Through educational activities, information campaigns, and expert initiatives, the organization supports parents, teachers, and gamers in the conscious use of games and in making decisions based on knowledge and dialogue.

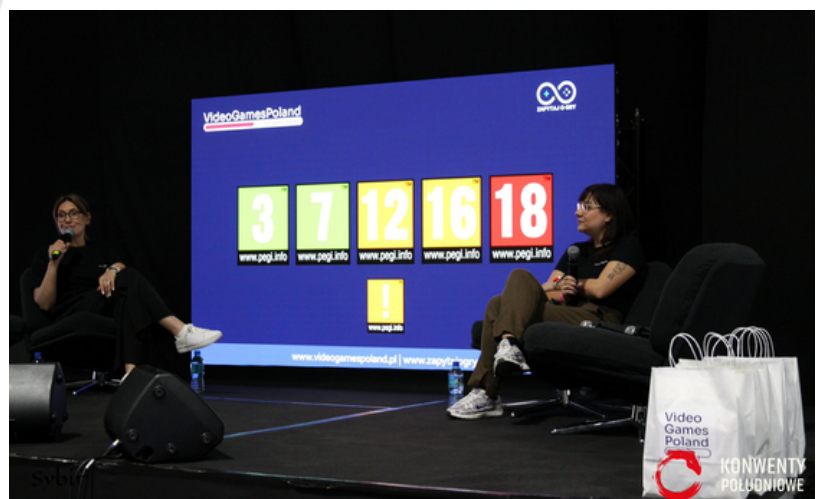


Player wellbeing and digital literacy

Video games are now a regular part of many people's daily lives, serving a variety of social functions – from a form of relaxation and entertainment to a space for connecting with others and spending time together. In 2025, Video Games Poland drew attention in its educational and expert activities to the importance of the context in which gaming takes place and the role of conscious decisions in the use of video games. Particular attention was paid to the impact of games on well-being and the social relationships that accompany gaming, both at home and among peers. Playing together is increasingly becoming a form of intergenerational dialogue and a way of building bonds, and video games can serve as an opportunity to talk about emotions, boundaries, and everyday experiences. In this context, it is important for adults – parents and guardians – to support children and young people in understanding the world of games and accompanying them in their digital activities.

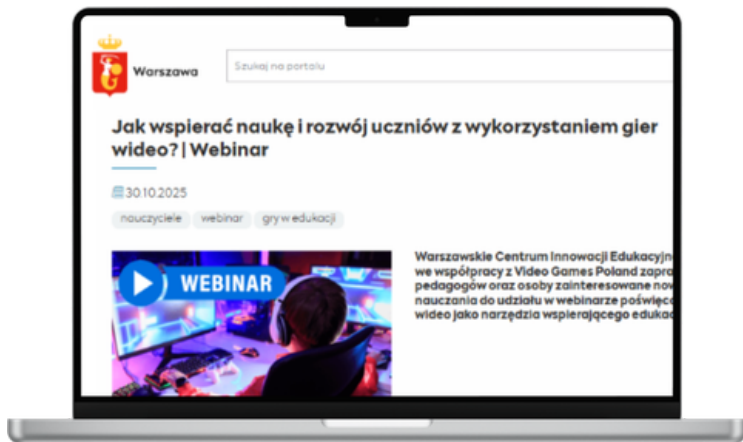
Responsible gameplay

In 2025, Video Games Poland carried out educational activities aimed at promoting conscious and responsible use of video games. These initiatives were aimed at gamers, parents, and teachers, and focused on providing reliable information to help them better understand the content of games and make decisions tailored to the age, experience, and sensitivity of the audience. An important element of these activities was the promotion of the European PEGI classification system as a tool to facilitate discussion about games and support informed content choices.



Warsaw Center for Educational and Social Innovation and Training

We signed an agreement with WCIES, the operator of Eduwarszawa.pl – a digital learning and working environment for all teachers and students of Warsaw schools and institutions. In 2025, as part of our cooperation, we organized webinars on video games for various audiences – teachers, parents, and students.

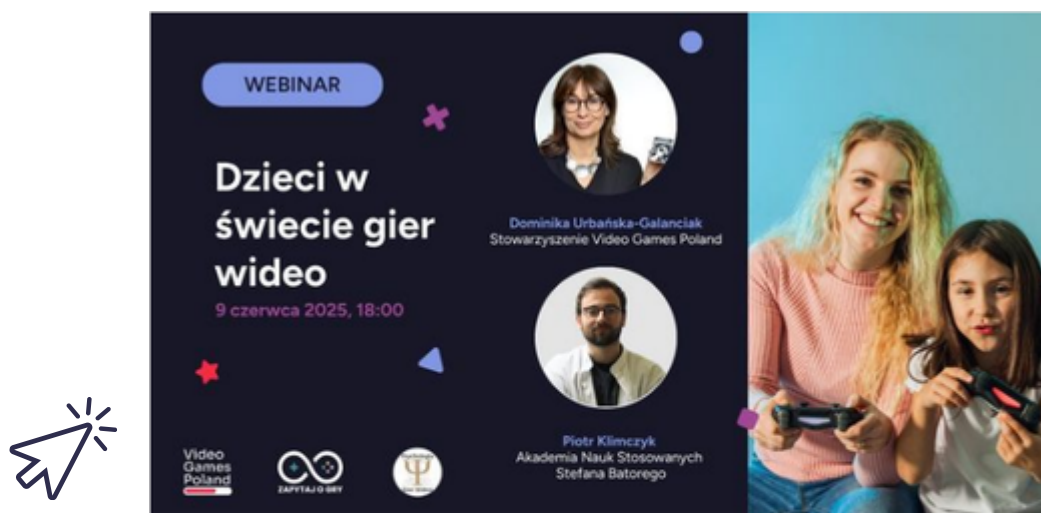


Safer Internet Day

As part of Safer Internet Day activities, we organized a webinar entitled “Video games at school and at home” in cooperation with the Polish Safer Internet Center. The webinar discussed how video games can support the development of digital skills and build family relationships, as well as how to use them responsibly. In addition, two lessons were held for students, during which experts from Riot Games talked about the skills and career opportunities that games can offer.

Children’s Day

Around Children's Day, we invited parents to a webinar entitled “Children in the world of video games.” The meeting was dedicated to the psychological and social aspects of gaming among children and young people, as well as the principles of responsible gaming. The guest speaker was Piotr Klimczyk, a psychologist specializing in the psychology of video games, and the session was promoted by the Stefan Batory Social Academy of Sciences.



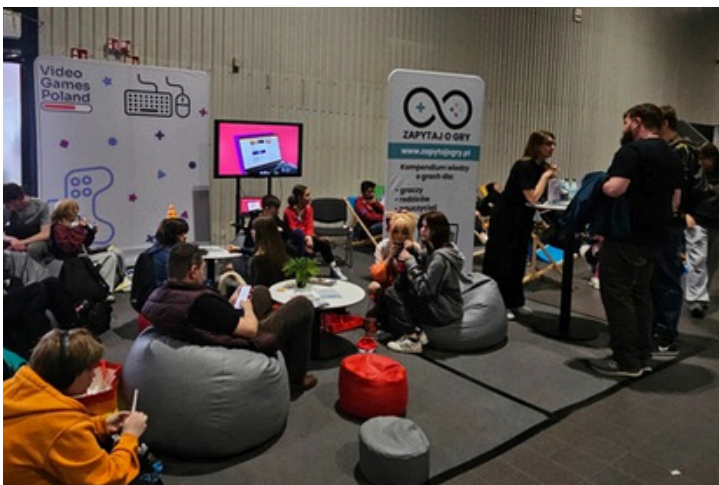
The publication by NASK and the Ministry of Digital Affairs

“In a network of challenges. The art of parenting in the digital world” includes a chapter on video games prepared by Dominika Urbańska-Galanciak from Video Games Poland. The publication is a compendium of knowledge for parents and guardians, offering practical tips on child safety on the Internet, tailored to three age groups: 0–6 years, 7–12 years, and teenagers over 13 years of age.



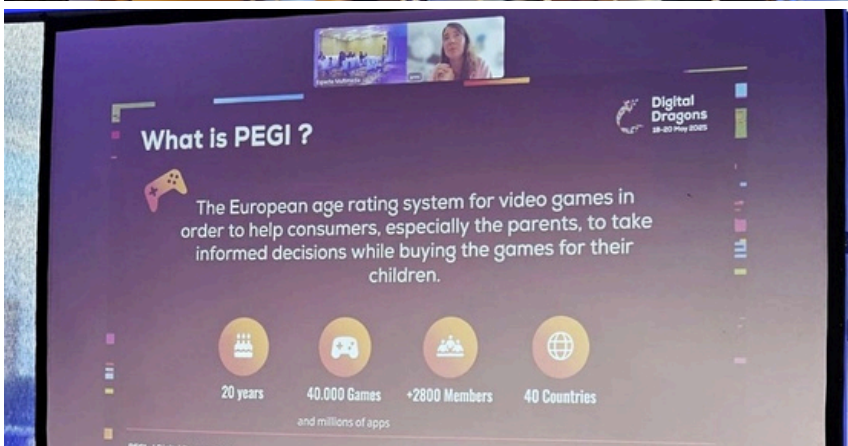
Warsaw Game Days

VGP was one of the partners of the Warsaw Game Days event held as part of the Fantasy Fair in Warsaw. At our stand, the team talked to players and parents, shared materials about the PEGI system and the most important rules for responsible gaming. Thanks to the partnership, a lecture on PEGI was also held on stage, combined with a quiz engaging the event participants. Our presence at the fair created a space for talking about games in a natural, informal context.



Digital Dragons

During the Digital Dragons 2025 conference, Video Games Poland, in cooperation with the organizers, hosted two discussion panels addressing challenges facing the modern video game industry. The first panel was held under the patronage of Women in Games and focused on diversity and inclusivity in the gaming sector. The Playing for the Planet Alliance was a partner in the discussion on sustainable development and the environmental impact of the industry. In addition, there was a lecture on the PEGI classification application process and game rating criteria.



GameHearts Research

We took part in the Design Thinking marathon as part of the GAMEHEARTS research. The initiative aims to maximize the value of the video game industry in a social and cultural context and to effectively integrate it with traditional and new cultural industries. The project is being carried out by researchers from the University of Economics in Wrocław, the University of Salford, Tampere University, the University of Vienna, and Breda University of Applied Sciences, in collaboration with companies and institutions from the gaming industry. As part of the project, recommendations and action plans are being developed to support sustainable development and economic growth in Europe.



Women in Games Ambassador Breakfast

A breakfast meeting with Women in Games ambassadors was held at the Futuregames game development school. During the meeting, the experts shared their work experiences and industry knowledge, and there was also time for networking and informal conversations. An ambassador from the VGP team gave a lecture encouraging students to build visibility and expertise in the industry.



Press Play Together

As every year, together with industry organizations from across Europe, we conducted activities reminding people of the most important principles of responsible video game use and key information about the PEGI rating system. We collaborated with parenting influencer Nebule_pl, who prepared an educational carousel and a video encouraging parents to use parental control tools and visit our website www.zapytajogry.pl.



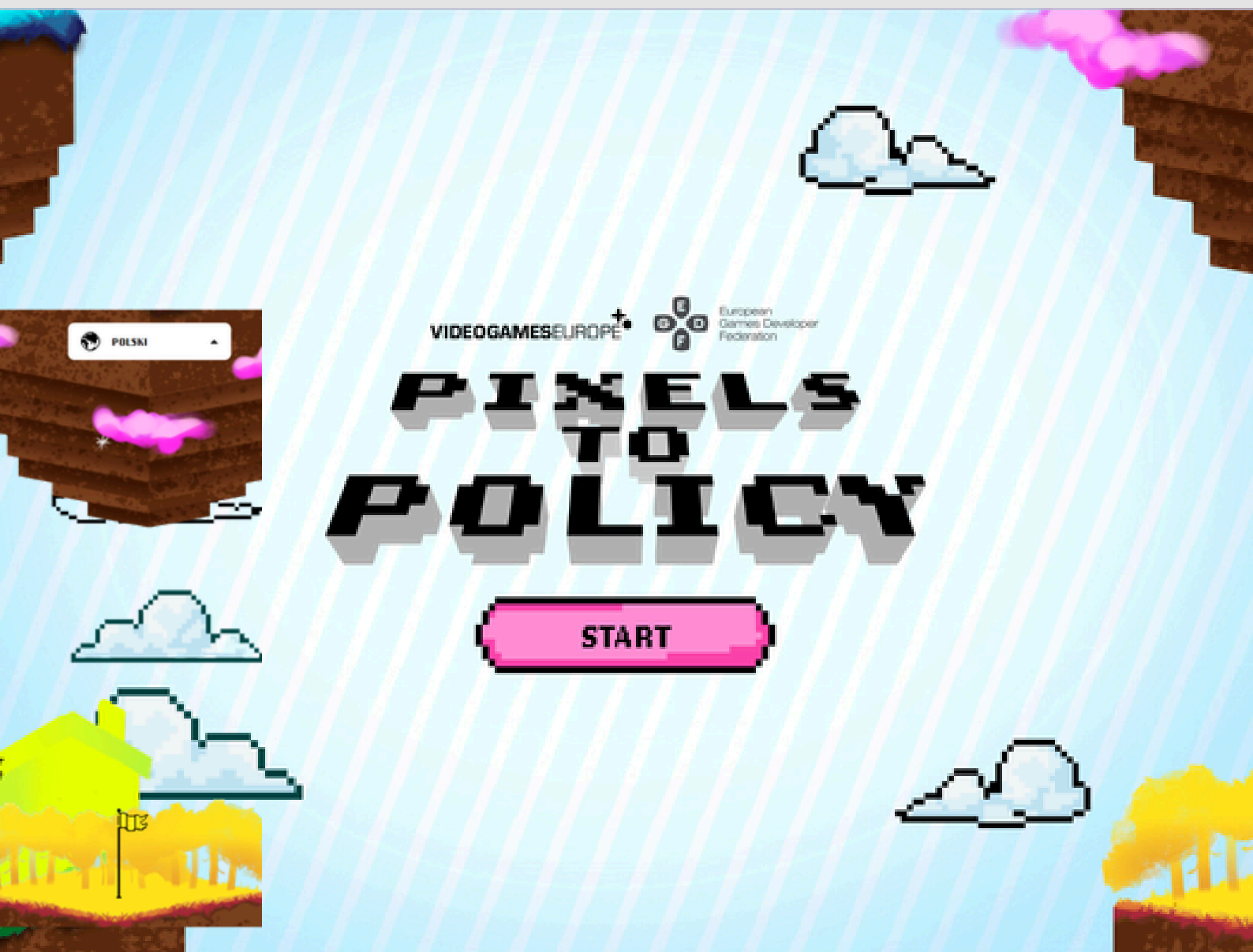
Christmas Trees Full of Dreams

We supported a charity campaign organized by Kwitnący Dom (Blooming House). We received beautiful Christmas baubles made by children aged 6-14, along with information about their dream gifts. Kwitnący Dom is a place where people in difficult life situation can find support, such as material and non-material assistance.



Public dialogue

In 2025, Video Games Poland consistently strengthened its role as a substantive partner in public dialogue, focusing on key regulatory challenges, the protection of minors in the digital environment, the development of future skills, and building long-term relationships with national and European administrations. The Association's activities were proactive in nature, including ongoing legislative monitoring, participation in public consultations, and initiating cooperation with key stakeholders.



Poland's Presidency of the Council of the EU

The Polish Presidency of the Council of the European Union focused on economic competitiveness, the single market, innovation, and responsible digital transformation. A key issue was security and cybersecurity, with a particular emphasis on protecting children and young people online. One of the results of these efforts is the publication by NASK and the Ministry of Digital Affairs "In a network of challenges. The art of parenting in the digital world," which emphasizes the importance of conscious use of technology, digital hygiene, and supporting dialogue between children and their guardians.



Esports

A Parliamentary Team for Esports was established, which is a significant step towards strengthening institutional support for the development of this sector in Poland. On behalf of VGP, congratulatory letters were sent to the Presidium, followed by a meeting with the Chairman to discuss potential areas of cooperation. Representatives of VGP and ESL FACEIT Group participated in a meeting with the Director of GovTech at the Ministry of Digital Affairs, devoted to the possibility of the Association's involvement in the work of the newly appointed esports team at the Ministry. The government expressed its openness to deepening cooperation and greater involvement of VGP in activities supporting the development of the esports ecosystem in Poland.



Artificial Intelligence

The association actively participated in regular meetings of the artificial intelligence group established by Deputy Minister of Digital Affairs Dariusz Standerski, which enabled it to engage in dialogue on the directions of AI development and regulation in Poland. At the same time, VGP became a formal member of the Artificial Intelligence Working Group (GRAI), strengthening its role as a stakeholder representing the gaming sector in the process of developing systemic solutions and recommendations supporting technological innovation and the responsible implementation of AI.

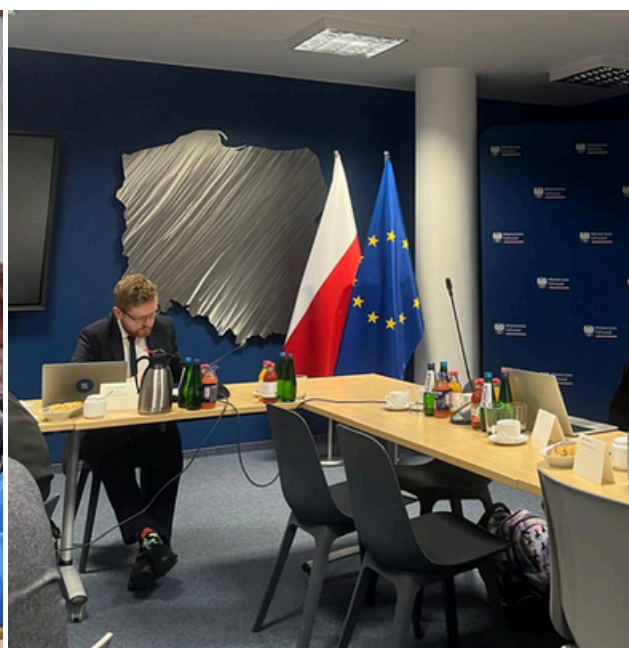
Protection of minors in the digital environment – two areas of debate

One of the most dynamic areas of public debate in 2025 was the protection of children and young people in the digital environment. This topic was an important element of legislative monitoring and ongoing discussions with decision-makers. In Poland, the protection of minors is currently taking place in two areas. The first is age verification and access to digital services, in particular social media. The public debate includes solutions inspired by, among others, the Australian model, which assumes the introduction of an age limit for the use of social media – the indicated threshold is 15 years of age. At this stage, no specific draft legislation has been presented, but the discussion is very intense and is being conducted, among others, within the Sejm's Committee on Children and Youth and the Committee on Digitization and Modern Technologies.

Although the main focus of this debate is on social media, possible age verification solutions may also have an impact on the video game sector in the future. Video Games Poland is actively analyzing the potential regulatory consequences and emphasizing the importance of proportionate and effective mechanisms based on existing consumer protection tools.

Dialogue with the Ministry of Digital Affairs and the European perspective

In 2025, VGP participated in subsequent stages of public consultations conducted by the Ministry of Digital Affairs, summarizing the implementation of the State Digitization Strategy. An important element of VGP's activities was also monitoring work at the European Union level, in particular with regard to the announced Digital Fairness Act (DFA).



Lootboxes and skin gambling

An issue of great importance to the gaming industry, which clearly emerged in public debate in the last quarter of 2025, is the potential regulation of loot boxes and skin gambling. In November, the first joint meeting of the Parliamentary Committees on Children and Youth and on Digitization and Modern Technologies was held, with the participation of Deputy Minister of Digitization Michał Gramatyka. The result of the committee's work was a resolution addressed to the government requesting it to present its position on possible regulatory directions. At the same time, at the beginning of December 2025, a parliamentary bill amending the Gambling Act was submitted to the Parliament, proposing, among other things, to restrict access to loot boxes to adults only. Video Games Poland submitted a formal position as part of public consultations, presenting the industry's perspective and emphasizing the need to distinguish between legal game mechanics and practices that are actually gambling in nature. Working meetings with these stakeholders are planned in the near future, which will enable an in-depth, substantive discussion and the presentation of the industry's experiences and European best practices.



Sektorowa Rada
ds. Kompetencji
Gaming i GameDev



Future skills and consistent representation of the sector

An important event in 2025 was the launch of the Sectoral Council for Gaming and Gamedev Skills, operating within the system of sectoral councils of the Polish Agency for Enterprise Development, in cooperation with the Ministry of Development and Technology.

The Council is a joint platform for key industry organizations, focusing on skills development, education, and labor market needs. Video Games Poland actively participates in the work of the Council, and the Association is represented in the Presidium by VGP Managing Director Dominika Urbańska-Galanciak. This is an important step towards strengthening the coherent representation of the gaming sector and better linking public policies with the real needs of the industry.

Research and data

Our association publishes reliable and up-to-date information on the video game market in Poland. We provide data on game sales in Poland and Europe, trends, player preferences, and the impact of games on society.



Power of Play

2025 GLOBAL VIDEO GAMES REPORT



Power of Play

2025 Global Video Games Report

In 2025, Video Games Poland took part in the global “Power of Play” survey, prepared by the Entertainment Software Association (ESA), Video Games Europe (VGE), and industry partners from 21 countries. The aim of the project was to examine how video games affect the lives of players – emotionally, socially, and mentally.

The study covered over 24,000 active gamers from different regions of the world. Among them were 1,072 gamers from Poland, whose responses provided a unique local perspective.

The collected data shows that games are an important part of everyday life for many Poles – they are not only entertainment, but also a form of relaxation, a way to connect with others, and a means of coping with stress.

The study shows that playing video games today is much more than just a hobby – it is a tool that supports mental well-being and social relationships.

[Data - Poland](#)

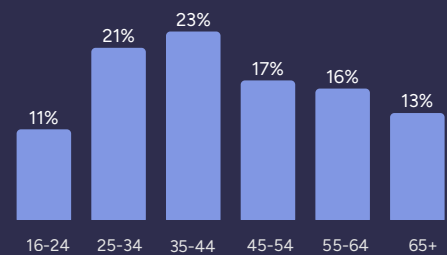
[Global report](#)



1,072 respondents

Age

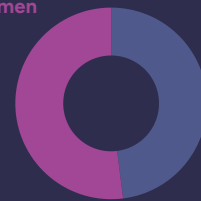
Among all players over the age of 16



Gender

52%
Women

48%
Men



<1% chose the option “non-binary/prefer not to answer.”

Platforms



50%
Mobile



35%
PC and
laptops



14%
Consoles and
handhelds



2%
VR

Genres

Najczęściej grane w ciągu ostatniego roku

1

51%
Puzzle

2

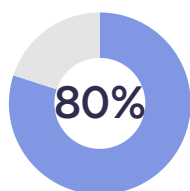
49%
Action

3

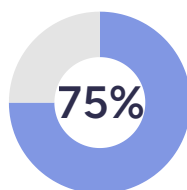
44%
Arcade

Video games are playing an increasingly important role in mental health, social relationships, and personal development. The results of the study show that for many gamers in Poland, gaming is not only a form of relaxation, but also a way to cope with everyday challenges. Respondents indicate that games help them reduce stress, relax after a hard day, and find peace and escape from their problems. For many people, gaming has proven helpful in difficult moments in life, providing a sense of relief and security.

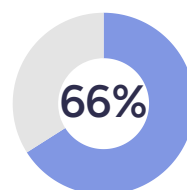
Video games help me feel less stressed



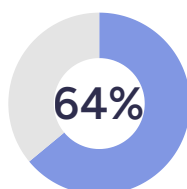
Video games provide a healthy outlet for everyday challenges



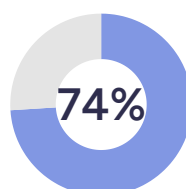
Video games help me feel happier



Video games help me feel less isolated

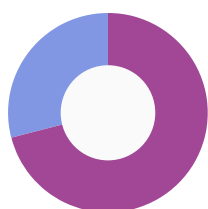


Video games help me feel less anxious



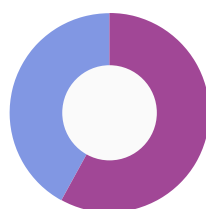
The issue of loneliness is equally important – players indicate that games allow them to feel less lonely, especially when it is difficult to socialize in the offline world. The report also shows that video games play an important social role. As many as 71% of gamers in Poland play with others at least once a month, and more than half use in-game chat to keep in touch with friends. Importantly, many parents recognize the positive impact of playing together.

52% of parents surveyed in Poland believe that playing video games has had a positive impact on their relationship with their children.



71%

Plays online with others at least once a month



58%

Plays in person with others at least once a month

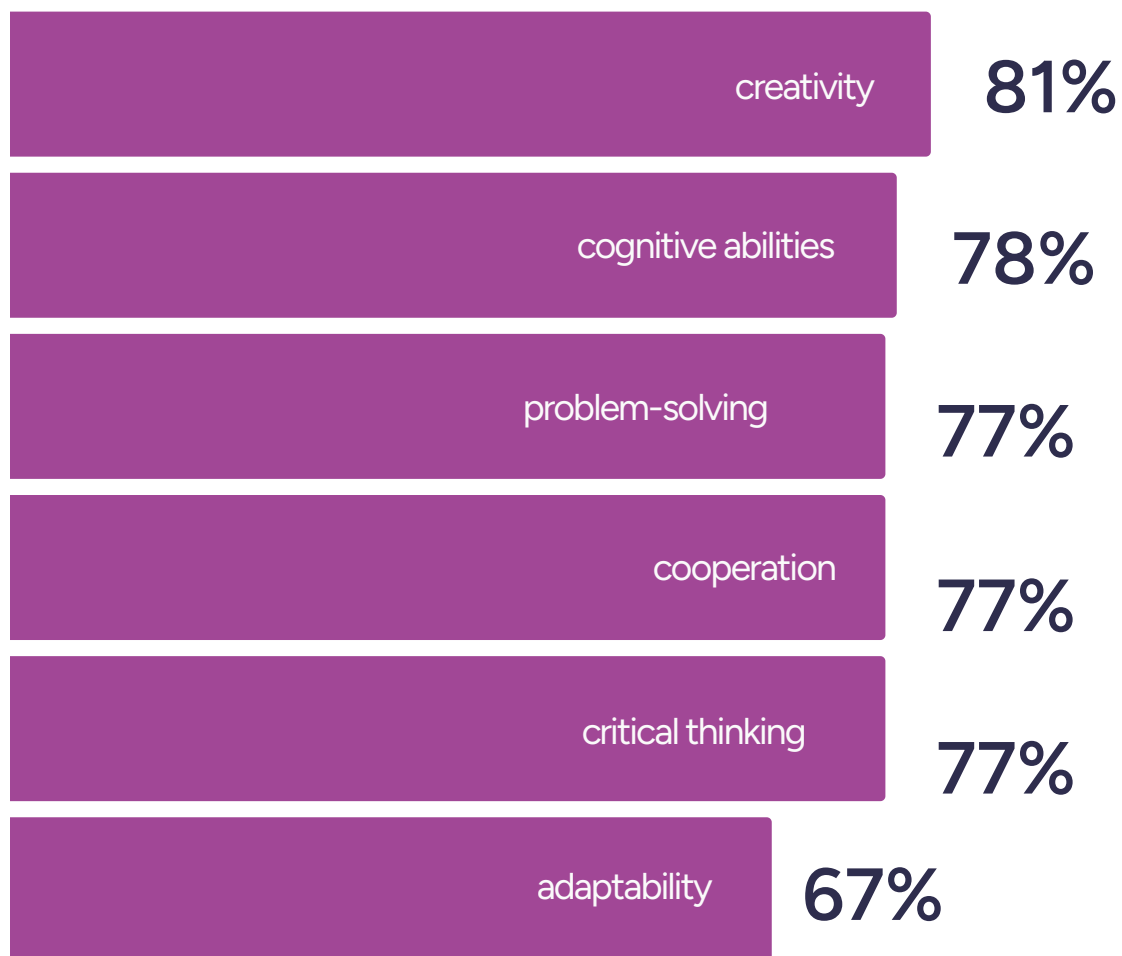


54%

Uses in-game communication

Gaming is also a space for developing skills – both soft and digital. Players most often indicate that games teach them to solve problems, cooperate better with others, and develop digital skills. For some people, gaming has also influenced their educational or professional choices – 38% of respondents in Poland declared that their gaming experiences have influenced their career path. In addition, as many as 60% of respondents say that games have helped them develop passions and interests that go beyond entertainment alone.

Players agree that video games can improve...



38%

Gaming has had a positive impact on my career and/or educational path

60%

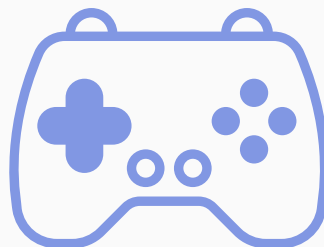
Gaming allows me to pursue hobbies or interests that I would otherwise be unable to pursue

Game sales in Poland 2025 Summary



9 M

games purchased



3580

game titles



2,4 M

top 20 purchases

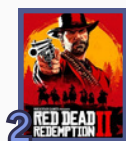
Game Sales Data (GSD) is a comprehensive video game sales monitoring system covering both the physical and digital markets. It was developed in collaboration with Video Games Europe and local industry organizations to provide reliable and up-to-date data on the gaming market. The system operates in 43 countries in the EMEA and APAC regions, including Poland, Germany, France, the United Kingdom, India, and Australia. It works with over 110 publishers representing more than 1,000 development studios, providing an accurate picture of both physical and digital game sales. The data comes from a wide distribution network, including Amazon, Media Markt, PlayStation Store, Xbox Live, and Steam.



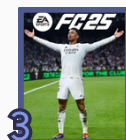
Game sales in Poland Top 20 2025



EA SPORTS FC 26
Electronic Arts
Sports
PEGI 3



Red Dead Redemption 2
Rockstar Games
Action
PEGI 18



EA SPORTS FC 25
Electronic Arts
Sports
PEGI 3



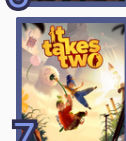
Grand Theft Auto V
Rockstar Games
Action
PEGI 18



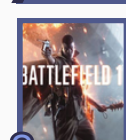
Hogwarts Legacy
Warner Bros. Interactive
Adventure
PEGI 12



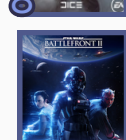
Battlefield 6
Electronic Arts
Shooter
PEGI 16



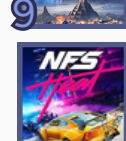
It Takes Two
Electronic Arts
Adventure
PEGI 12



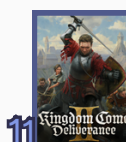
Battlefield 1
Electronic Arts
Shooter
PEGI 18



Star Wars Battlefront II
Electronic Arts
Shooter
PEGI 16



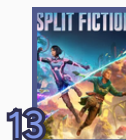
Need for Speed: Heat
Electronic Arts
Racing
PEGI 16



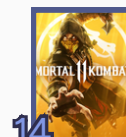
Kingdom Come: Deliverance II
Deep Silver
RPG
PEGI 18



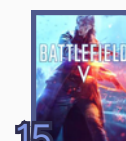
A Way Out
Electronic Arts
Action
PEGI 18



Split Fiction
Electronic Arts
Adventure
PEGI 16



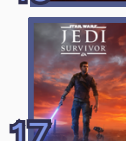
Mortal Kombat 11
Warner Bros. Interactive
Fighting
PEGI 18



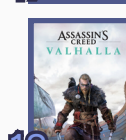
Battlefield V
Electronic Arts
Shooter
PEGI 18



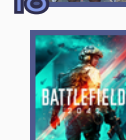
Assassin's Creed Shadows
Ubisoft
Action
PEGI 18



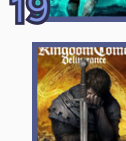
Star Wars Jedi: Survivor
Electronic Arts
Action
PEGI 16



Assassin's Creed Valhalla
Ubisoft
Action
PEGI 18



Battlefield 2042
Electronic Arts
Shooter
PEGI 16



Kingdom Come: Deliverance
Deep Silver
RPG
PEGI 18

Other publications

Video Games in European Schools

In April 2025, European Schoolnet and VGE published a comprehensive international study analyzing the use of video games as educational tools in schools across Europe.

The study involved 1,474 teachers from 26 European countries, including Poland, making it one of the most comprehensive studies on the role of games in education, and the institutional involvement underscores its importance for the systemic debate on the future of education in Poland and Europe.



European Video Games Industry Insight Report

The European Games Developer Federation (EGDF), in collaboration with Video Games Europe, has published the 2023 European Video Games Industry Insight Report.

The publication is a source of knowledge about the number of development studios, employment in the industry, revenues, and educational programs in 22 European countries.



Video Games Poland



videogamespoland.pl



linkedin.com/company/s-vgp



youtube.com/@S_VGP