



Newsletter

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Polish Gambling Market Post - Pandemic Reality

Poland and Europe Gaming Law Newsletter

GAMING
IN POLAND

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The Polish Gambling Market Post-Pandemic Reality



Facts

Regulated bookmakers in Poland generated combined turnover of €1.54bn in 2019, and 28.8% year-on-year increase, of which app. 85% was generated online. In March, the turnover of bookmakers in Poland decreased by about 40%, and the decrease will grow as Polish Prime Minister, Mateusz Morawiecki declared an epidemic emergency on March 13, 2020, so the data refer to restrictions applicable for only half of the month under review. On the same day, the Polish Football Association announced suspension of the games of all football leagues in Poland, and football matches account for approximately 60% of all bets placed with bookmakers in Poland. What is more, during this period, Turkish, Ukrainian, Russian and some Asian leagues were still playing. Considering that the number of sports games in the world has decreased by more than 80%, the bookmakers' offer now consists almost exclusively of virtual competitions, e-sport and special bets.

Pandemic - Market Environment

Currently, 19 operators (18 online) have permits to organize mutual bets in Poland, of which only two companies show profitability (STS - market share of 47.1% and Fortuna - market share of 31.3%). The activity is conducted mostly by novices or unprofitable companies that will emerge from the pandemic even weaker. As a result, we can expect that some companies will want to find buyers, while some will close down or go bankrupt. The first company that is already struggling is Milenium, a bookmaker that has been operating on the Polish market for 15 years, but has recently announced the closure of all its permanent facilities and suspended online betting until further notice. Other operators have also abandoned their retail distribution channels for the period of the pandemic.

COVID-19 and what`s next?

There will be more space on the Polish market for companies with an established position, a well-known brand and financial background. Otherwise, the market will be consolidated for the benefit of the largest companies unless new foreign operators come into play. Therefore, this is a good time to prepare to enter the Polish market and utilize the post-COVID-19 space.



Would you like to know more?
Visit the website: www.gaminginpoland.pl

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