



Newsletter

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**New Offshore Operator
Polish Market Prospects**

Poland and Europe Gaming Law Newsletter

GAMING
IN POLAND


New Licence


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New Offshore Operator Polish Market Prospects



New Licence

On 15 October 2021, the Polish Minister of Finance, serving as the local gambling regulator, updated its list of approved sports betting operators, which are allowed to operate within its market. It shows that Malta-based GM Gaming Ltd, operating under its Betway brand, has been granted the right to service the Polish online sports betting market. This makes Betway the second, after Betclic, offshore operator which managed to secure tough gambling licence based on the law introduced in 2017. Both appointed Gaming In Poland as a representative.

Market Figures*

- 24 operators (23 online) hold permits to organise sports betting in Poland
- 80% in 2016 to 25% in 2020 - decrease of gambling grey market in Poland
- 325 million euros - GGR of the licenced online sportsbook in 2020
- 450 million euros - estimated GGR of the licenced online sportsbook in 2021
- 900 million euros - estimated GGR of the gambling market in 2026
- 39.28 % (CAGR) licenced online sportsbook in 2021
- 12,5 % (CAGR) - licenced online sportsbook from 2018 to 2026

* H2 Gambling Capital

GGR

The current turnover tax rate is 12%, which makes the offshore operators' offer still more beneficial for players; however, they get used to the operators being legally transparent and fully available from a technical point of view. At the same time, we observe intensified market pressure on the change of the tax regime. Several well-prepared reports have been issued recently indicating that GGR based tax would increase revenues of the state budget. According to studies, this would also make the Polish gambling market more advantageous for operators and ensure safer environment for customers by eliminating unlicensed entities operating beyond the supervision and control of the state. Of most significance, one of the reports was prepared by H2 Gambling Capital for stated owned company Totalizator Sportowy, which executes the government monopoly on the online casino under www.totalcasino.pl. Apart from the recommendation to enable the state monopoly to advertise its casino products and add online poker to its slots and table games offering, the study calls for the introduction of GGR based tax in proposed value of 40%.

Market Prospects

It is certain that grey market gambling has decreased significantly and keeps shrinking. Mostly, it is caused by the blacklisting measures applied by the regulator combating the grey market as well as marketing and information efforts promoting legal operators. Even without anticipated tax changes the Polish market is attractive due to its size and potential. Moreover, given that the state-owned company seems to be pursuing the widely recognised tax solution makes it even more tempting destination for gambling operators.



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

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