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Poland's Mobile Gateway

The economic impact of Google Play and Android

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Introduction

Google Play and Android connect the Polish public to everyday apps and cutting-edge AI tools, while helping local developers reach a global audience. By pairing an open platform with secure devices and distribution, the ecosystem builds essential consumer trust, in turn helping developers scale their revenue and drive growth in the Polish tech sector.

As of 2025, over 1,800 app and game businesses based in Poland were active on Google Play, collectively bringing nearly 11,000 apps to the market.



Driving national economic impact

The Play and Android ecosystem drives economic value across Poland through developer revenues, job creation and the growth of mobile-driven sectors like e-commerce, fintech and the gig economy. The platform's open, low-cost model lowers the barrier to entry for smaller businesses and independent developers, broadening participation in Poland's fast-growing digital economy.

zł 110bn

In 2025, the Play & Android economy generated **zł 540 million** in revenue for developers in Poland, and helped anchor a wider mobile economy worth **zł 110 billion** including revenue generated in sectors such as e-commerce, digital media and the gig economy.

zł 38 billion

Play and Android developers in Poland and the broader m-commerce industry have contributed **zł 38 billion**, equivalent to **1.1% of GDP.**

130k

The Google Play app ecosystem has enabled the creation of **130,000 direct, indirect and spillover jobs in Poland.**

zł 120 billion

Over the next five years, we estimate that the revenue generated by the Play and Android ecosystem through direct and indirect channels could increase by **10% to zł 120 billion by 2030.**

Enabling innovation in the AI economy

Poland has emerged as one of Central Europe's most dynamic tech hubs, with a deep pool of engineering talent and a fast-growing startup scene. AI-powered tools are lowering development costs, accelerating production cycles and enabling smaller teams to build more sophisticated products. For users, AI is increasingly embedded in everyday mobile experiences, helping them save time, learn new skills and interact more intuitively with technology.

zł 65,000

On average, we estimate that AI tools could make Play and Android developers **33%** more effective each year, the equivalent of an additional **zł 65,000 in earnings** per developer.

2.6 hrs/wk

On average, Android users estimated that they had **saved 2.6 hours a week** using AI tools on their device to complete basic tasks more quickly.

74%

74% of people report using built-in AI tools on their Android phones, of which Gemini and AI-overviews on web browsers ranked as the **most popular tools and features**.

64%

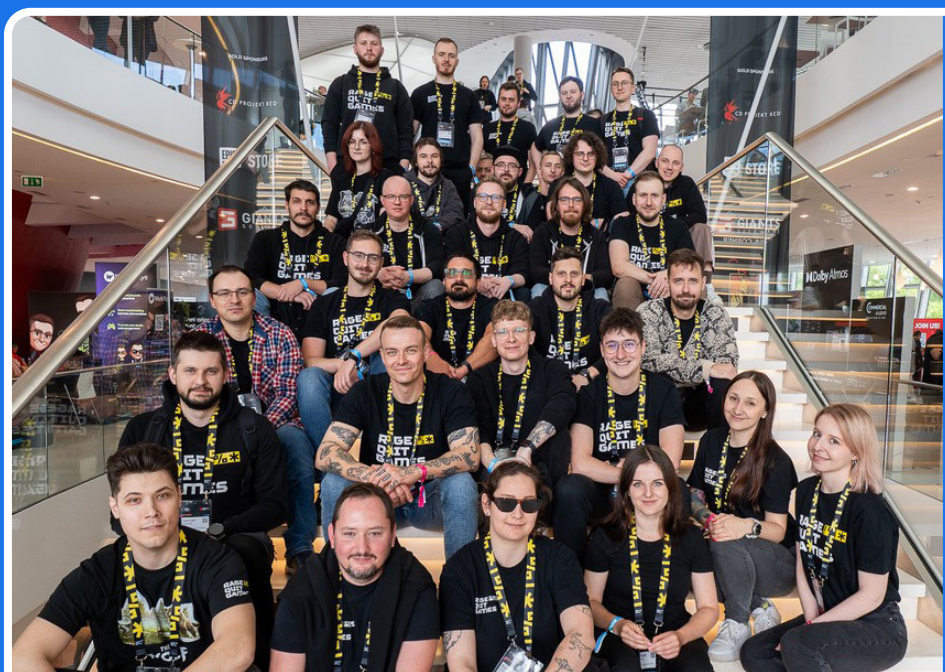
64% of people say that smartphones are the main device they use to access AI.

Rage Quit Games: Trusted by Design

"More tools have started to appear in the Play Console that make it easier for us to manage the technical side of things; easier to track bugs, easier to identify problematic devices, easier to block devices in bulk. Play has also made a lot of improvements over the last few years in terms of tools we can use to protect our app and verify its integrity. Because of these tools, we are able to trust Google and consumers trust the brand too."

Daniel Korczak

CEO and co-founder at Rage Quit Games



Ensuring safety and security

Polish consumers have grown increasingly alert to digital security risks, in response to heightened national awareness of cyberthreats. Android and Google Play's multiple layers of protection, from app vetting to on-device security, gives users the confidence to download and use services safely.

84%

84% of Android users say they feel more confident to try a new app if it is available on the Play Store. **A sense of safety on Play** is driving discovery, with **80%** of users reporting using Play to discover new apps.

72%

72% of Android users feel their device's security features keep their **phone and information safe.**

62%

62% of Android users feel confident that features like remote locking and data removal will keep their phone and information **safe in the event of theft or loss.**

52%

52% of parents in Poland say that Android's parental control features make them **more confident about their child's smartphone use.**



Helping create better societal outcomes

Poland's mObywatel government superapp is one of Europe's most ambitious examples of mobile-first government. As civic life increasingly runs through apps and smartphones, access to a trusted app store becomes essential. With a young, digitally savvy population and strong smartphone penetration even outside major cities, the Android ecosystem helps ensure that digitalisation benefits reach beyond Warsaw and Kraków.

27 days

71% of people in Poland say their Android phone is one of the main ways they access digital public services. E-government apps alone **save Play users in Poland 27 working days** of time they would have spent on admin and travel each year.

zł 18 billion

By providing access to a wide range of apps at no extra cost, Google Play delivers **zł 18 billion in annual consumer surplus***, acting as an annual 'digital dividend' of **zł 1,300 per household.**

77%

77% of people in Poland say they use **mobility and assistance** tools on their Android devices.

*Refer to the methodology note for the definition of consumer surplus