

21.10.2025

Information society in Poland 2025

INFORMATION AND COMMUNICATION TECHNOLOGIES USAGE IN HOUSEHOLDS AND BY INDIVIDUALS

69.7%

The percentage of individuals ordering or purchasing over the Internet in the last 12 months in 2025

In 2025, the percentage of individuals aged 16–74 ordering or purchasing goods or services over the Internet in the last 12 months amounted to 69.7%, that is, by 2.3 p.p. more than in the previous year.

In 2025, 96.2% of households had access to the Internet, that is, by 0.3 p.p. more than in the previous year. The percentage of households with fixed-line broadband access to the Internet decreased by 1.8 p.p. to 70.3%, while access via mobile broadband increased by 2.3 p.p. to 78.2%.

96.2% of households had access to the Internet

Both Internet access and the type of Internet connection did not vary significantly depending on the household type, domicile class and the degree of urbanisation. Households with children had Internet access more often than the ones without them. Taking into account domicile classes, the percentage of households with Internet was slightly higher in large cities than in smaller towns and rural areas. Moreover, as for the degree of urbanisation – the percentage of households with Internet access was slightly higher in densely and intermediate populated areas than in thinly populated areas.

Chart 1. Access to the Internet in households

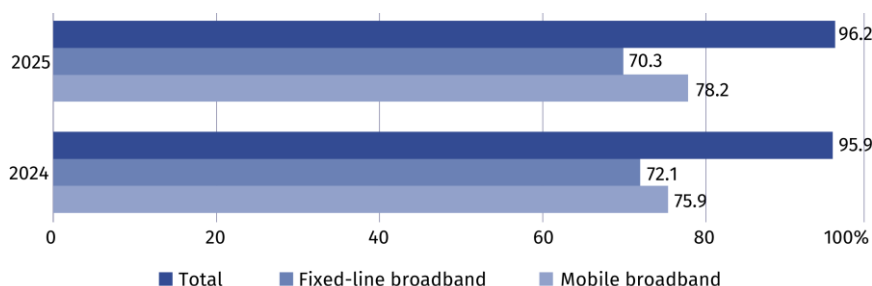
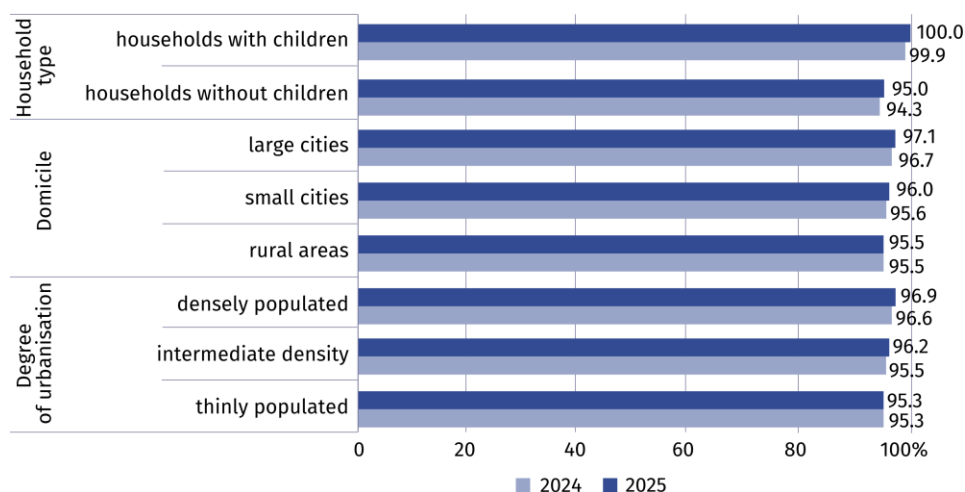


Chart 2. Households with Internet access at home



In 2025, 61.1% of persons aged 16–74 declared using public administration services online in the last 12 months. E-government services were more popular among residents of urban areas – 66.6% of individuals used them, that is, by 13.6 p.p more than residents of rural areas. The most frequently performed activities via the websites or applications of public administration units included sending completed tax declarations, searching for information on websites of public authorities, receiving any official communication/document by public authorities via account on a website or app as well as downloading or printing official forms.

61.1% of individuals aged 16–74 used websites or apps of public administration units

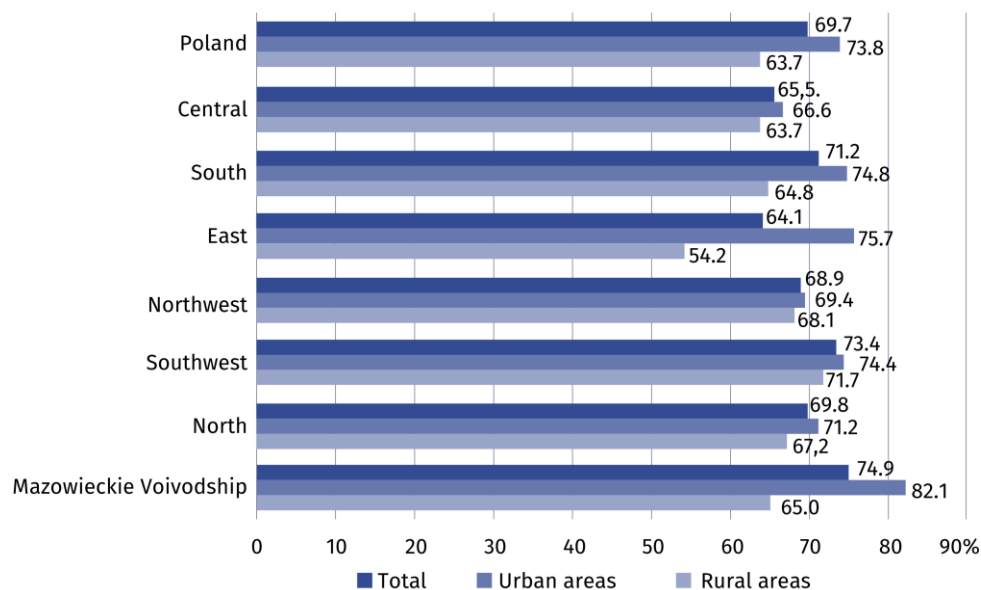
Table 1. Individuals using e-government services in the last 12 months

Specification	Total	Urban areas	Rural areas
	in %		
Individuals using e-government services in the last 12 months	61.1	66.6	53.0
in order to:			
access personal information stored by public authorities or public services	28.7	33.9	21.1
access information from public databases or registers	10.0	12.2	6.7
obtain information	36.2	39.0	32.0
make an appointment or reservation	15.4	18.7	10.5
receive any official communication/document by public authorities via account on a website or app	30.9	34.5	25.7
print or download official forms	28.5	31.3	24.4
submit tax declaration	39.4	46.9	28.4
request official documents or certificates	7.8	9.1	6.0
request benefits or entitlements	15.2	15.2	15.1

In 2025, 69.7% of individuals aged 16–74 ordered or purchased goods or services over the Internet in Poland (compared to 67.4% in 2024). Taking into account the domicile, 73.8% of persons living in urban areas made such purchases, while in rural areas 63.7%. On an annual basis, the disparity between indicators for urban and rural areas decreased (from 11.1 p.p. to 10.1 p.p.). Considering the territorial division of Poland into macroregions, the highest percentage in urban areas was noted in Mazowieckie Voivodship Macroregion (82.1%), while in rural areas – in Southwest Macroregion (71.7%). The smallest percentage of such individuals in urban areas was observed in Central Macroregion (66.6%), while in rural areas – in East Macroregion (54.2%).

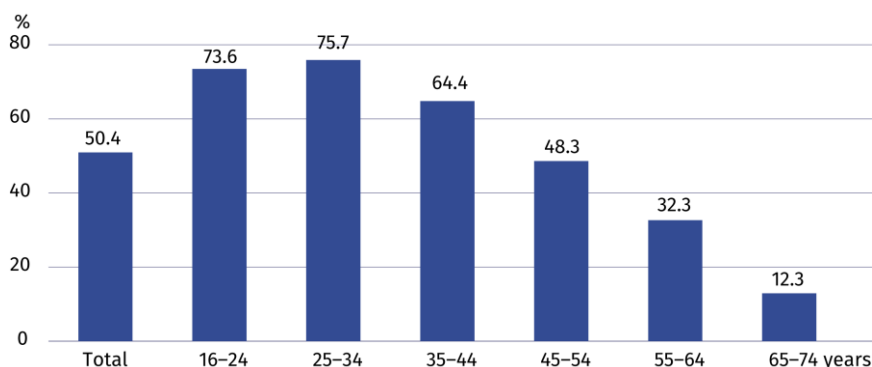
69.7% of individuals aged 16–74 ordered or purchased goods or services over the Internet

Chart 3. Individuals ordering or purchasing goods or services over the Internet for private use in the last 12 months



Digital skills of Poles depend on age. The highest percentage of individuals with basic or above basic digital skills occurred in two age groups: 25–34 years and 16–24 years (75.7% and 73.6%, respectively). The lowest share was found among persons aged 65–74 years (12.3%).

Chart 4. Individuals with basic or above basic digital skills



25.9%

The percentage of enterprises conducting data analytics in 2025

In 2025, 67.5% of enterprises had a website. Compared to 2023, the percentage of enterprises conducting data analytics increased by 6.6 p.p. – to 25.9% in 2025. Two out of five companies used ERP software and the share of entities with an Internet connection with a capacity of 500 Mbit/s increased by 2.0 p.p. to 33.3%.

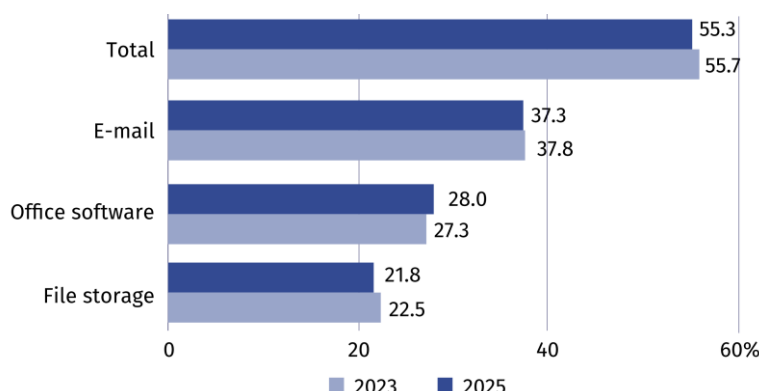
In 2025, over two-thirds of enterprises had a website, 18.2% of enterprises posted information about job vacancies on their websites and 47.8% had a social media account.

Artificial intelligence technologies were used by 8.7% of enterprises, including text or voice generating technologies – 5.3% and text analysis technologies (text mining) – 2.1%.

Artificial intelligence was most often used to support marketing and sales (5.0%) and for office work related to business management (3.7%).

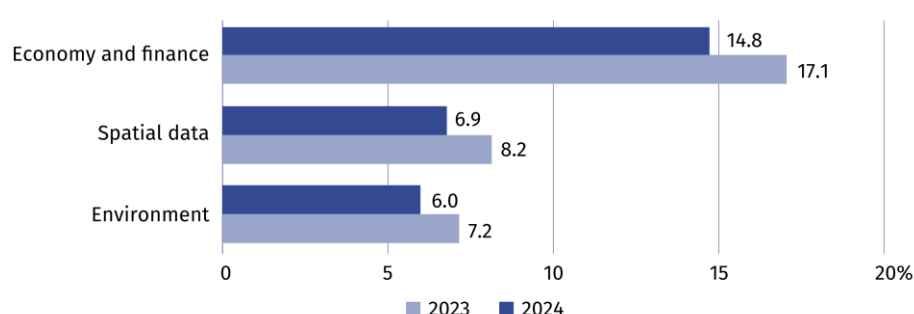
Cloud computing services were purchased by 55.3% of enterprises, including e-mail – 37.3%, office software – 28.0% and file storage – 21.8%.

Chart 5. Enterprises buying cloud computing services (% of total enterprises)



In 2024, 17.4% of enterprises declared using open data. Large entities used this type of data most often (56.6%). Economy and finance were the most popular domain (14.8%).

Chart 6. Enterprises using open data (in % of total enterprises)



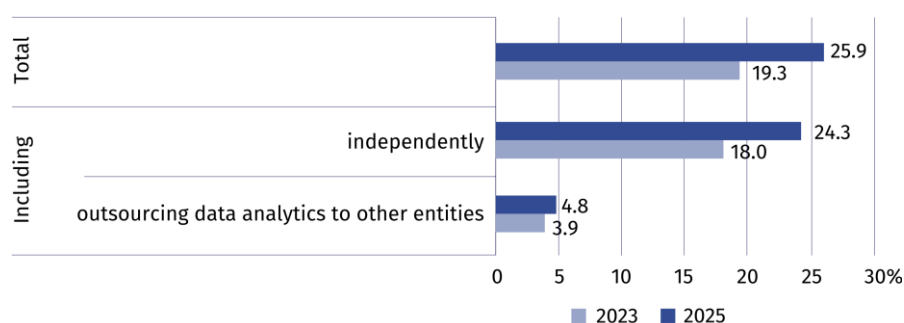
20.2% of enterprises indicated that information and communication technologies they used contributed to reducing power consumption or improving energy efficiency in the company

51.3% of enterprises used e-Delivery in contacts with the state administration

¹ Retrospective data according to the years in which the survey in a given domain was carried out.

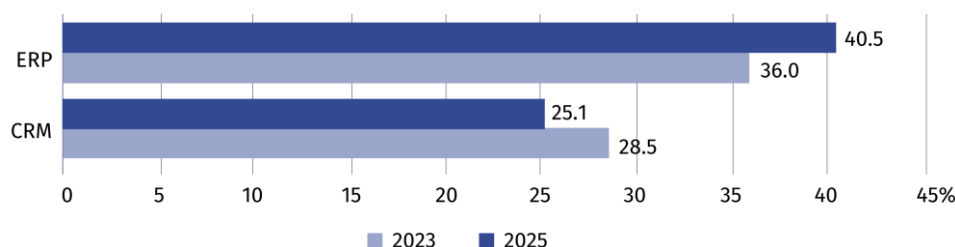
In 2025, over a quarter of businesses conducted data analytics, most frequently by own employees. Less often it was outsourced to other entities.

Chart 7. Enterprises conducting data analytics (in % of total enterprises)



ERP software was used in operations of 40.5% of enterprises, while CRM software – 25.1%.

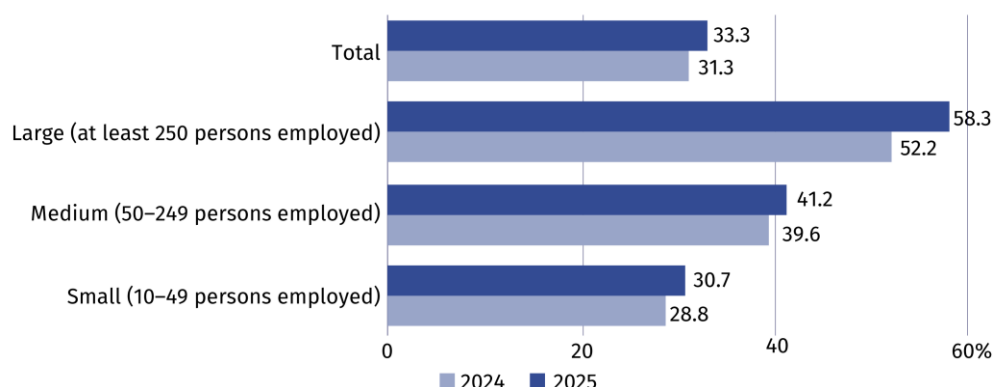
Chart 8. Enterprises using ERP and CRM software (in % of total enterprises)



In 2024, 18.3% of enterprises conducted e-commerce. Enterprises usually used their own websites or applications (12.9%), online e-commerce platforms (10.2%) and EDI-type messages (3.3%).

In 2025, 33.3% of enterprises had an Internet connection with a capacity of at least 500 Mbit/s, that is, by 2.0 p.p. more than in the previous year. The largest increase was noted among large enterprises (by 6.1 p.p.).

Chart 9. Enterprises with an Internet connection with a capacity of at least 500 Mbit/s (in % of total enterprises)



In case of quoting Statistics Poland data, please provide information: “Source of data: Statistics Poland”, and in case of publishing calculations made on data published by Statistics Poland, please include the following disclaimer: “Own study based on figures from Statistics Poland”.

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Related information

[Information society in Poland in 2024](#)

[Methodological report. Information society indicators. Surveys on the use of information and communication technologies](#)

Data available in databases

[Knowledge Databases – Digital economy and telecommunications](#)

[Local Data Bank – Science and technology – Information society in Poland](#)

Terms used in official statistics

[E-government](#)

[E-commerce](#)

[Internet](#)

[Broadband connection](#)

[Mobile connection to the Internet](#)

[Open data](#)

[Remote access](#)

[Information society](#)