NEARYA

Market scale — target groups in Poland

Official statistics from GUS and ZUS

Foreigners and work abroad

Foreigners staying in Poland

≈2.3 million

GUS, experimental data, end of 2025

Foreigners registered for ZUS pension and disability insurance

1,288,760

ZUS, as of 31.12.2025

A1 certificates — work in other EU/EFTA countries and the UK

850,971

ZUS, 2025 — number of certificates, not persons

Foreign travel by residents of Poland

Foreign trips with at least one overnight stay

almost 14.7 million

GUS, 2024, persons aged 15+ — number of trips, not persons

Sources

- GUS — ludność według „śladów życia”, koniec 2025 r.: gov.pl/attachment/6750d344-4372-4633-b3e0-e733ca98d61c
- ZUS — Cudzoziemcy w polskim systemie ubezpieczeń społecznych 2025, tabela 1: zus.pl
- ZUS — Sprawozdanie z działalności ZUS za 2025 r.: bip.zus.pl
- GUS — Polacy w drodze, czyli dokąd podróżujemy za granicę: stat.gov.pl

The data illustrate the size of target groups based on official GUS and ZUS statistics. They are not a sales forecast, a statement of results or an assurance of revenue. The groups partly overlap and must not be added up; the number of trips and certificates does not equal the number of persons. GUS experimental data are not comparable with official population statistics. The partner makes business decisions independently, based on their own assessment.

Data as of the dates shown next to the charts. Prepared: 30.10.2026.