In Search of Equilibrium – How Regulatory Changes Impact the Gambling Industry in Poland
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Abstract
The so-called Polish “gambling affair” of 2009 resulted in the adoption of a new Act on Gambling. The regulation significantly changed the legal environment in Poland. It was also the starting point of what we identified as the search of equilibrium - a number of further legislative changes aimed at creating a sustainable environment for gambling. Some market segments became delegalized, some monopolized, and others liberalized. The Polish Ministry of Finance and the parliament tried to find the right balance between consumer protection, business growth, and government revenue. A goal that is still to be achieved.

This article examines the changes in the Polish gambling law and their impact on the industry. We review the development of regulation and explain the rationale behind it. We then analyze how it influenced the activities of entities active or willing to enter the gambling market. Furthermore, we assess if the regulator reached his intended goal. We also present the state of the gambling industry in Poland and analyze its development over the past ten years. Finally, we take a look at the most crucial challenges and issues that impact the gambling market in Poland.

Statement of implications
The research aims at showing how uncertainty and frequent regulatory changes influence the behavior and performance of business entities. We want to demonstrate how important it is for regulators to engage in a dialogue with market participants in the process of creating a sustainable market environment for gambling.

Keywords
Gambling studies, gambling regulation, economics of gambling, gambling law, Poland, gambling

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With over 12 years of experience in leadership roles, mostly within gaming and management consulting, Sebastian works hand in hand with C-level executives on growth strategies and innovation efforts helping their companies strive.

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