



.pl domain name market

NASK'S REPORT

2026

Q1

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Introduction



The first quarter of 2026 confirmed the stable and mature position of the .pl domain name market, indicating a significant revival in registration activity and continued interest in building an online presence in the Polish internet. At the end of the quarter, the number of domain names active in the DNS exceeded **2.59 million**. This result confirms the importance of .pl domain names for businesses, organizations, and individual users alike.

A particularly positive development was the dynamic growth in the number of new registrations. In the first quarter of 2026, nearly **226,000** new domain names were registered, representing an increase of more than **16%** year-on-year. These data demonstrate a recovery in registration volumes and growing interest in Polish domain extensions. At the same time, the high level of .pl domain name renewals was maintained, with the renewal rate increasing to **71.49%**, confirming registrant loyalty and the stability of the market. Continued high transfer activity is also noteworthy. The vast majority of transfers involved active domain names, indicating well-developed competition between registrars and growing user awareness of domain name management. The market remains strongly dominated by domain names in the main .pl zone, which enjoy the greatest trust and recognition. The continued development of services that enhance security and professionalise the market is also a positive sign. The number of DNSSEC-secured domain names remains at a very high level, highlighting the growing importance of cybersecurity. At the same time, interest in the domain option service continues to increase.

The first-quarter results indicate that the .pl domain name market remains stable and resilient to short-term fluctuations, and continues to develop dynamically and maintain a strong position both in the domestic market and among international registrants and registrars.

We invite you to read on!

Facts and figures

.PL DOMAIN NAME MARKET | Q1 2026



Over
2.59 million
active .pl domain names



71.49%
renewal rate



Over
1.2 million
registrants



Nearly
226 thousand
new domain names



200
NASK Partners



835
realised options



Nearly
481 thousand
DNSSEC-secured domain names



Nearly
39 thousand
transfers



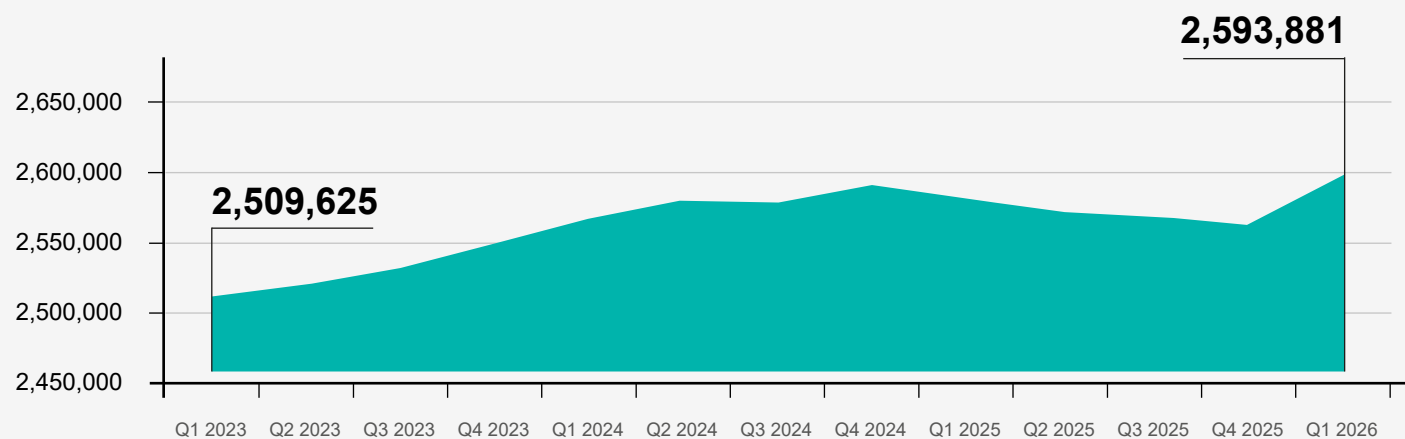
1,278
renewed options

.pl domain names active in DNS

Domains in .pl domain Registry

.PL DOMAIN NAME MARKET | Q1 2026

Number of .pl domain names in DNS



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In the first quarter of 2026, after a slight decline in the number of .pl domain names in Q4 2025, the market experienced a clear rebound.

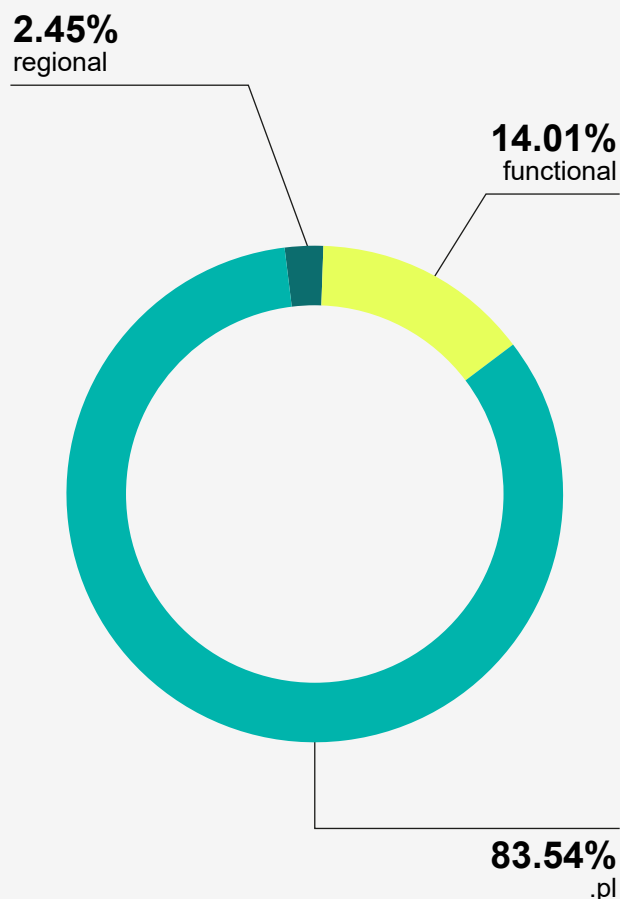
A quarter-on-quarter increase of 0.33%, bringing the total number of active names in the .pl domain Registry to **2,593,881**, demonstrates the increased interest of businesses and individual users in establishing an online presence, as well as the strong and stable condition of the .pl domain market. The Q1 results indicate that the market is mature, relatively stable, and resilient to short-term fluctuations.

.pl domain names active in DNS

Domains in .pl domain Registry

.PL DOMAIN NAME MARKET | Q1 2026

Number of domain names active in DNS
as divided into the type of zone, Q1 2026



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In the structure of domain names active in the DNS system at the end of the first quarter of 2026, the vast majority consisted of domain names registered directly in the .pl top-level domain, with a share of 83.54%.

This means that users most often choose short, universal internet addresses, reflecting the strong recognition and prestige of the .pl domain. These findings are further supported by the results of a nationwide survey on Poles' perceptions of the national internet domain, presented in the .pl Domain Registry Annual Report for 2025.

The second largest group consists of domain names registered in functional zones, such as .com.pl, .net.pl, and .org.pl, which 14.01% share of all active domain names. These domains are primarily used by companies, organizations, and other entities seeking to emphasize the nature or sector of their activities. However, they are significantly less popular than registrations directly under the main .pl zone, indicating the declining importance of functional domains in favor of shorter, easier-to-remember addresses.

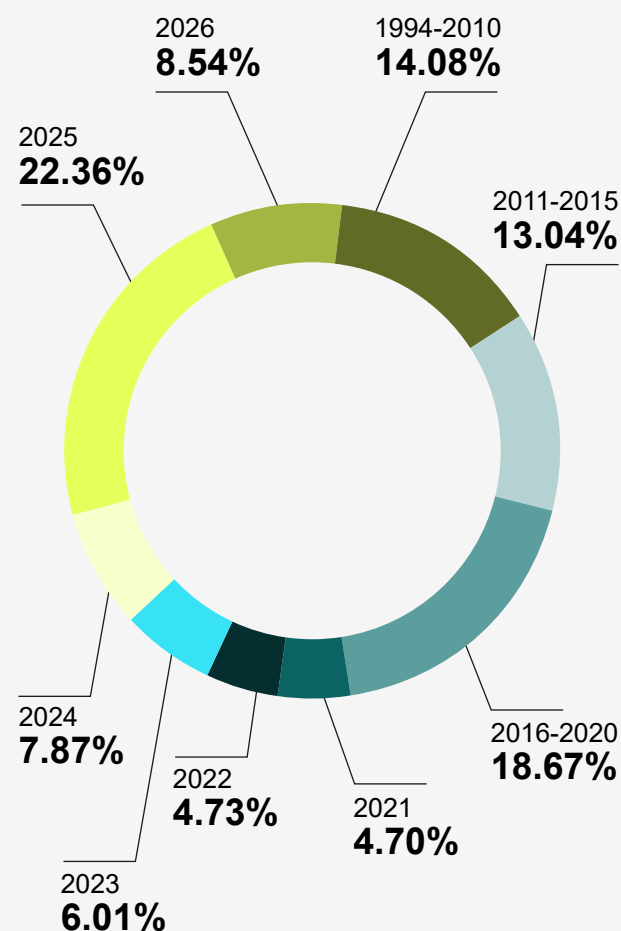
The smallest share of domain names maintained in the .pl domain Registry consists of those registered in regional zones associated with specific cities or regions, such as .waw.pl, .mazowsze.pl, and .mazury.pl. They account for only 2.45% of all active domain names. This result suggests that domain names closely associated with a particular location, currently play a rather niche role and are used mainly by local initiatives, municipal authorities, or small businesses operating on a regional scale.

.pl domain names active in DNS

Year of registration of .pl domain names active in DNS

.PL DOMAIN NAME MARKET | Q1 2026

Number of active domain names
by year of Registration, Q1 2026



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The chart presents the structure of active in the DNS system .pl domain names at the end of the first quarter of 2026, by year of registration. The data show that the largest share is represented by the names registered in 2025, accounting for 22.36% of all active domain names.

This shows very high registration activity in recent times and indicates that the .pl domain continues to attract new users.

A significant share is also held by domain names registered between 2016 and 2020, accounting for 18.67% of active addresses. This demonstrates that many domain names remain active over a longer period, suggesting the stability of online projects as well as the sustained online presence of businesses and organizations. Domain names registered in the earliest period, from 1994 to 2010, still account for 14.09% of all active domain names, confirming that some of the earliest registrations have remained active despite the passing of time. The share of domain names registered between 2011 and 2015 stands at 13.04%, while of those registered between 2021 and 2024 is significantly smaller, remaining between 4.7% and 7.9%.

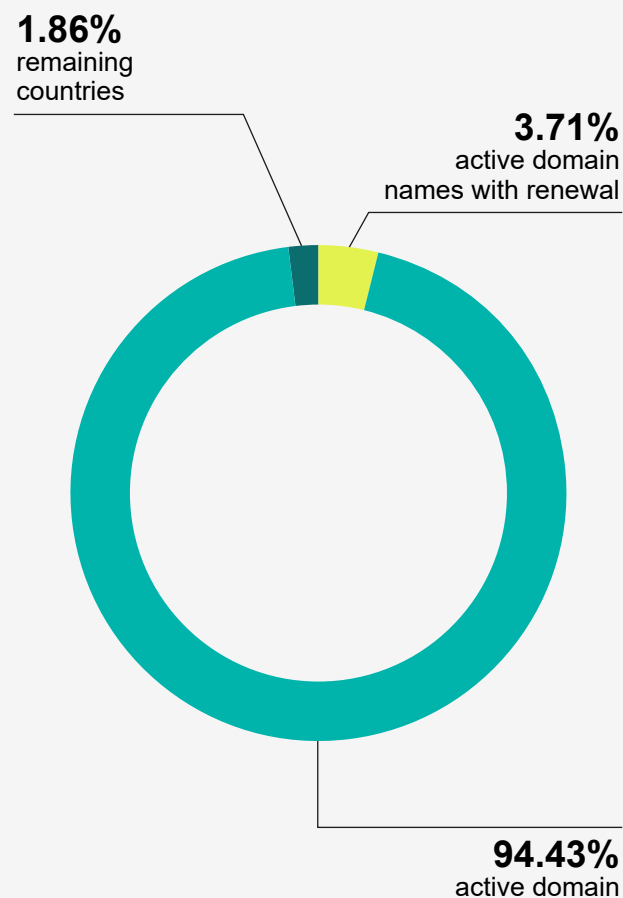
Domain names registered in 2026 already account for 8.54% of all active domain names, even though the data cover only the first quarter of the year. This points to a continued high level of new registrations.

.pl domain names active in DNS

Transfers

.PL DOMAIN NAME MARKET | Q1 2026

Division of transfers, Q1 2026



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In the first quarter of 2026, transfers of active domain names accounted for the overwhelming majority of all transfers, with a share of 94.43%.

This means that almost all transfers involved domain names that were actively in use, reflecting a high level of registrant activity as well as strong competition between the registrars. The second category comprises transfers of active domain names carried out with simultaneous renewal for the next billing period, accounting for 3.71% of all transfers. The relatively small share of this group may suggest that most registrants renew their domain names regardless of the transfer process.

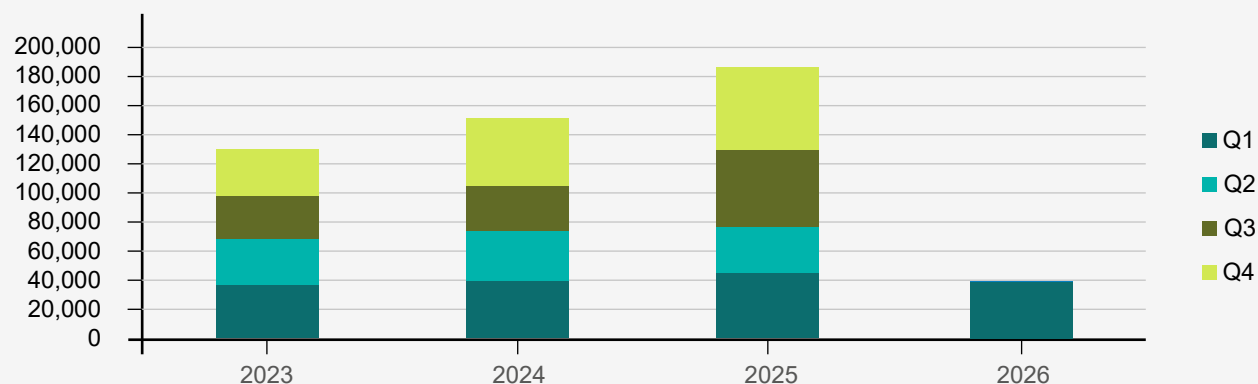
The smallest share was represented by transfers of inactive domain names during the 30-day period following their expiration, accounting for 1.86% of all transfers. The data indicate that transfers are primarily associated with changing service providers while maintaining the uninterrupted operation of the domain name. This may be seen as evidence of the maturity of the market, where the quality of service and the terms offered by registrars play a significant role in registrants' decisions.

.pl domain names active in DNS

Transfers

.PL DOMAIN NAME MARKET | Q1 2026

Number of .pl domain name transfers



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In the first quarter of 2026, the number of .pl domain name transfers reached 38,919.

This outcome is comparable to the levels recorded in the first quarters of previous years and may indicate that a high level of transfer activity will be maintained throughout the coming year. Analysis of the chart suggests that the .pl domain market remains stable, but the registrants frequently decide to switch the service provider responsible for managing their domain names. This may be driven by increasing price competition, the quality of customer service, additional services offered by registrars, and growing user awareness of domain name management.

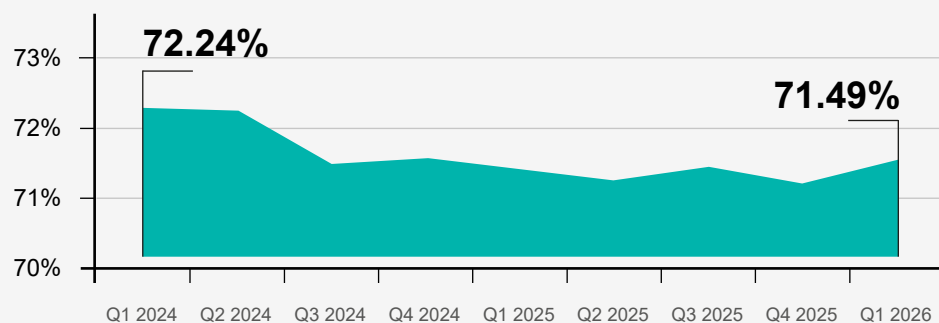
The upward trend in transfer activity demonstrates both the high level of market maturity and the substantial mobility of registrants, who are increasingly willing to transfer the management of their domain names between providers of domain-related services.

.pl domain names active in DNS

Renewal of a domain name for a consecutive billing period

.PL DOMAIN NAME MARKET | Q1 2026

Renewal rate of .pl domain names



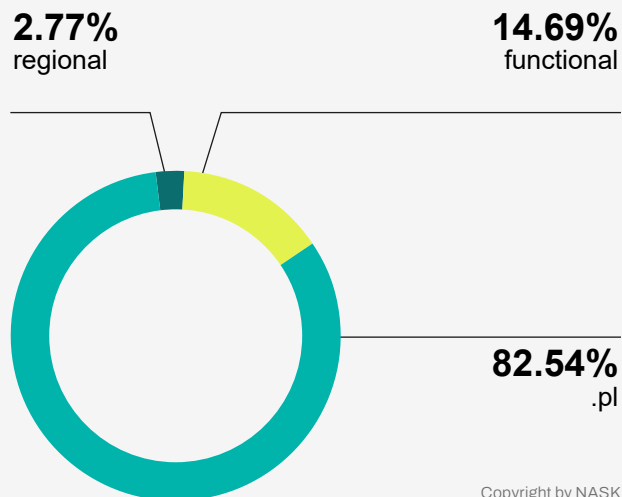
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In the first quarter of 2026, the .pl domain name renewal rate increased to 71.49%, which may indicate market stabilization and sustained interest in renewing domain names.

The stable renewal rate confirms the maturity of the market and the enduring importance of internet domains for businesses, organizations, and individual users.

Structure of renewed .pl domain names, Q1 2026



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In the first quarter of 2026, the vast majority of renewals were domain names registered directly under the main .pl zone, accounting for 82.54% of all renewals.

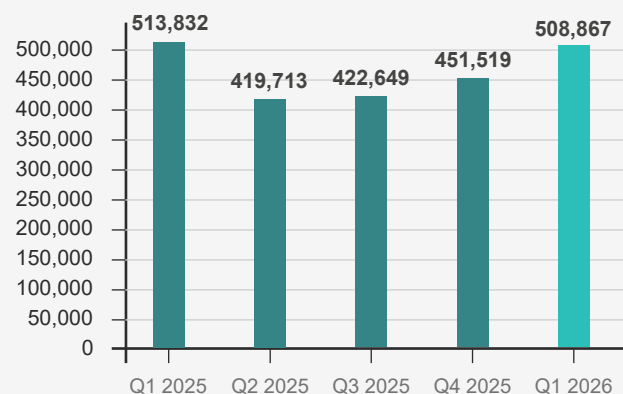
This means that the most popular and versatile domain names remain the most frequently renewed by registrants, confirming their strong position on the Polish internet. The second-largest group consisted of functional domains, such as .com.pl, .net.pl, and .org.pl, which represented 14.69% of all renewals. Regional domains, associated with specific cities or regions, accounted for the smallest share, at just 2.77%. A comparison of the renewal structure with the overall structure of active domain names shows that the registrants are most inclined to renew domains in the main .pl zone, highlighting their greater business value and stronger brand recognition. The data also confirms the stability of the market and the high retention rate of the most popular domain extensions.

.pl domain names active in DNS

Renewal of a domain name for a consecutive billing period

.PL DOMAIN NAME MARKET | Q1 2026

Number of renewed .pl domain names



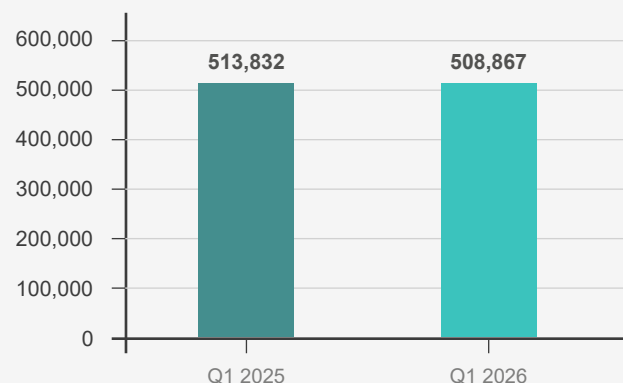
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The number of renewed .pl domain names also remained in good condition.

In the first quarter of 2026, the number of renewals increased for the fourth time in a row, reaching 508,867, a level close to the result recorded in the first quarter of 2025. This may indicate a consistently high level of registrant activity and a strong propensity of the users to renew their domain names. The data analysis shows that the .pl domain market remains stable, with the number of renewed domain names remaining at a high level. This may confirm the significant role that internet domains play in the functioning of businesses, organizations, and individual users.

Number of renewed .pl domain names (year-on-year)



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The renewal volume of .pl domain names remained at a very similar and consistently high level year-on-year.

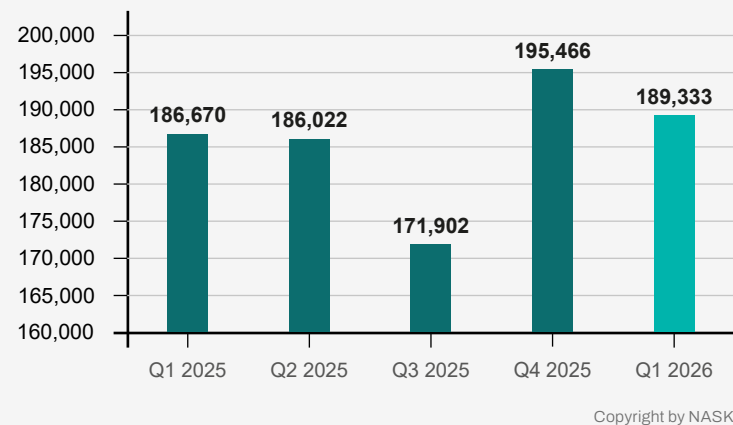
In the first quarter of 2025, 513,832 domain names were renewed, compared to 508,867 renewals in the corresponding period of 2026.

The year-on-year comparison shows only a slight difference of approximately 4.9 thousand renewals, representing a difference of less than 1%. Such a minor change highlights the stability of the .pl domain market and the consistently high level of domain renewals. The data suggests that the .pl domain market remains stable and resilient to short-term fluctuations.

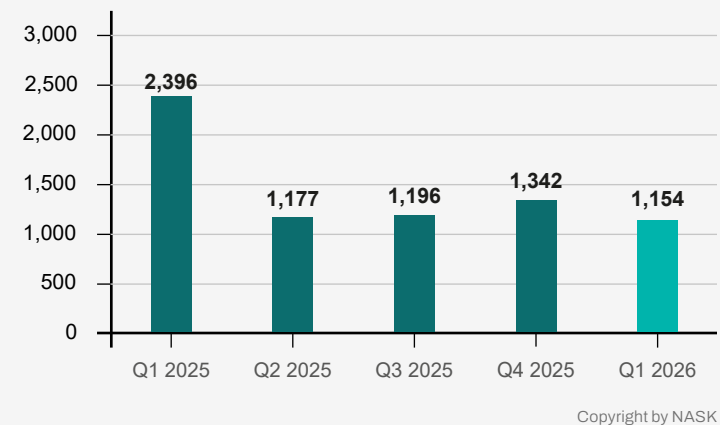
Domain names released from the .pl domain Registry

.PL DOMAIN NAME MARKET | Q1 2026

Number of .pl domain names released due to lack of renewal



Number of .pl domain names released after previous deletion



The number of domain names released from the .pl domain Registry due to non-renewal remains stable, ranging from 172,000 to 195,000 domains per quarter.

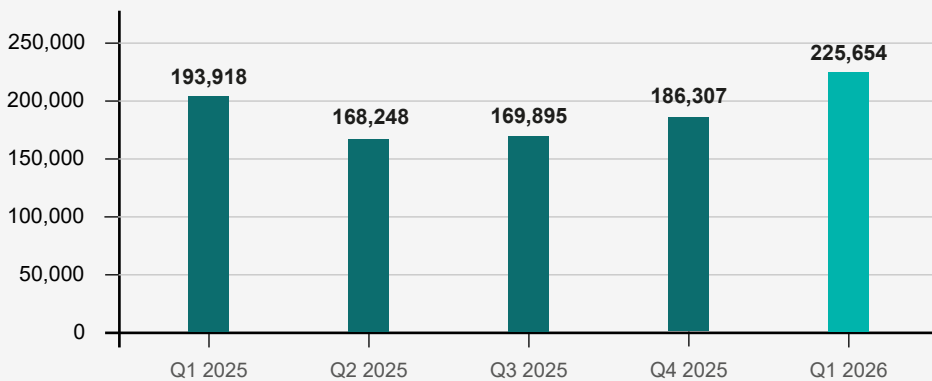
Following a noticeable increase in Q4 2025, a slight decline was recorded in Q1 2026, with the number falling to 189,333. Nevertheless, the number of released domain names still remained higher than in the preceding quarters of 2025. The data analysis suggests moderate variability and possible influence of seasonal factors on the domain name renewal process.

The number of .pl domain names released after previous deletions is somewhat different. The highest level was recorded in Q1 2025, when the number of such domains reached 2,396, standing out significantly from subsequent quarters. In the following periods, the volume stabilized within a range of approximately 1,170 to 1,340 domain names per quarter, reaching 1,154 in Q1 2026.

New names in the .pl domain Registry

.PL DOMAIN NAME MARKET | Q1 2026

Number of .pl domain name registrations



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In the first three months of 2026, there was a clear increase in the number of new .pl domain name registrations, compared with previous quarters.

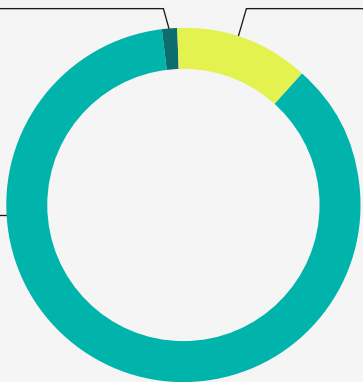
Compared with the last quarter of 2025, the number of new registrations increased by 39,347, representing a significant increase of 21.12%, and reached a total of 225,654. The data indicate a return to growth in this segment in the .pl domain name market after a weaker period recorded in mid-2025.

.pl domain name registrations as divided into a type of zone, Q1 2026

1.14%
regional

12.25%
functional

86.61%
.pl



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The vast majority of new registrations consisted of domain names registered directly in the main .pl zone, with a share of 86.61%.

Names registered in functional domains represented 12.25% of registrations, while regional domain names accounted for a marginal share of 1.14%. The data indicate a very strong dominance of the primary .pl zone, and relatively limited interest in regional and functional domains, confirming the well-established structure of the .pl domain name market in Poland.

Registrants of .pl domain names

Registrants in the .pl domain Registry

.PL DOMAIN NAME MARKET | Q1 2026

Active .pl domain names in the DNS system by registrant type, Q1 2026



36.09%
individuals

63.91%
organizations

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The chart presents the structure of registrants of the .pl domain names active in DNS at the end of Q1 2026, as divided into the type of the registrant.

Organizations constituted the dominant group, accounting for 63.91% of all active domain names, while individual registrants represented 36.09%. The data indicate that the .pl domain market is largely driven by institutional and business entities, underscoring its professional character. At the same time, the share of individual registrants remains significant, demonstrating continued interest in domain names among private users as well.

Division of .pl domain name registrations for the type of registrant, Q1 2026



53.15%
individuals

46.85%
organizations

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The .pl domain name registrations structure is slightly different depending on the registrant type.

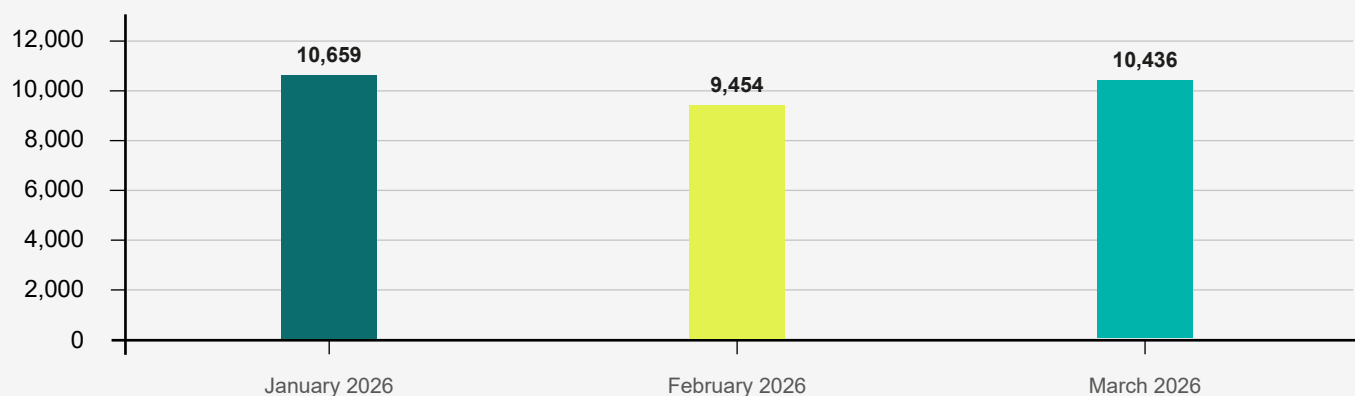
Individual registrants accounted for 53.15% of new registrations, while organizations were responsible for 46.85%. The data indicate a relatively balanced distribution between these two groups, with a slight predominance of individual users. Compared to the structure of all active domain names, where organizations dominate, this may suggest growing activity of individuals in registering new domain names in the first quarter of 2026. It should be noted, however, that self-employed may be identified in the Registry either as individuals or as organizations, depending on whether they wish their data to be publicly visible in the WHOIS database or not.

Registrants of .pl domain names

Registrants in the .pl domain Registry

.PL DOMAIN NAME MARKET | Q1 2026

Number of changes of .pl domain name registrants



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The chart above presents the number of .pl domain registrant changes in each month of the first quarter of 2026

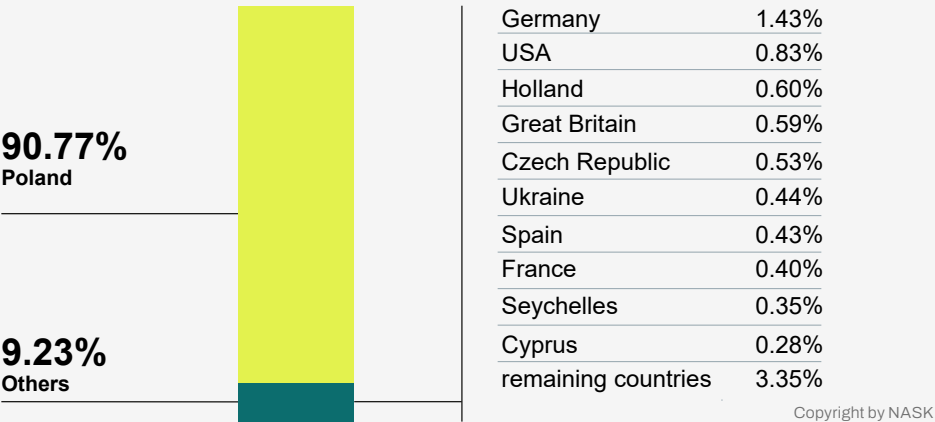
The highest number of changes was recorded in January (10,659), followed by a decrease to 9,454 in February before rising again to 10,436 in March. The data indicate a relatively stable level of registrant changes, averaging around 10,000 per month. The decrease observed in February was temporary, while the March increase suggests continued activity in the secondary domain name market and registrant changes in the .pl Registry.

Registrants of .pl domain names

Place of residence of .pl domain name registrants

.PL DOMAIN NAME MARKET | Q1 2026

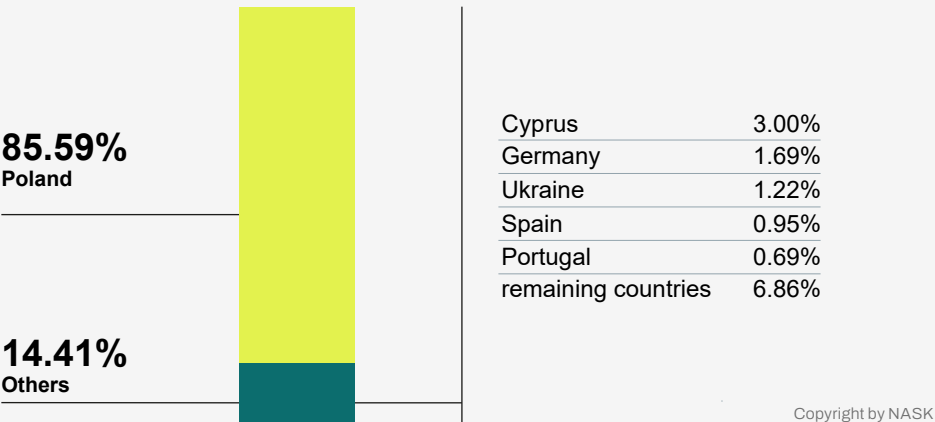
Division of .pl domain names active in DNS for registrant's country, Q1 2026



In the first quarter of 2026, the vast majority of domain names were registered by registrants from Poland, who accounted for 90.77% of all registrations in the .pl Registry.

Foreign entities accounted for a total of 9.23% of active domain names. The data indicate that the .pl domain name market remains primarily domestic in nature, although there is also moderate interest from foreign registrants, particularly from Europe and North America.

Division of .pl domain name registrations for a registrant's country, Q1 2026



A similar trend can be observed in the structure of .pl domain name registrations by registrant country.

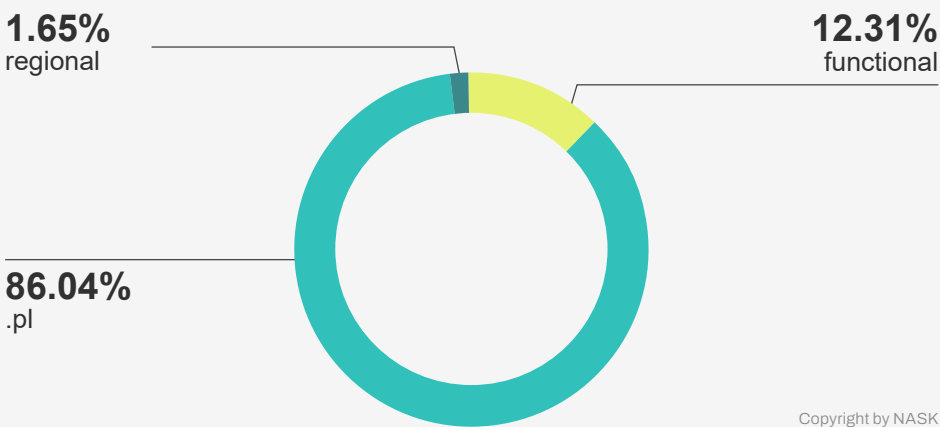
In Q1 2026, registrants from Poland held the dominant position, accounting for 85.59% of all new registrations. Foreign entities collectively represented 14.41% of the market, representing a higher share than that observed for all active .pl domain names. The data show that, despite the clear dominance of the domestic market, .pl domain names are also attracting growing interest among foreign registrants, particularly those based in Europe.

Additional services of .pl domain Registry

DNSSEC

.PL DOMAIN NAME MARKET | Q1 2026

.pl domain names secured with DNSSEC as divided into a type of zone, Q1 2026



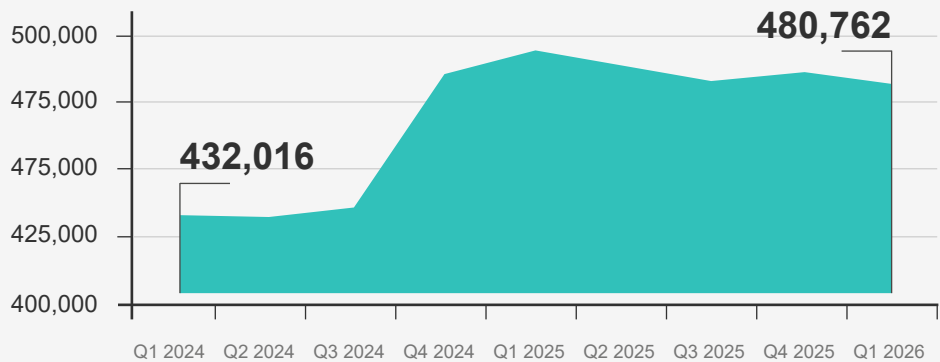
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In the structure of .pl domain names secured with the DNSSEC protocol as divided into a zone type, in Q1 2026, the overwhelming majority consisted of domain names registered directly in the .pl zone, with a share of 86.04%.

Functional domains represented 12.31% of DNSSEC-secured domain names, while regional domains accounted for a very small share of just 1.65%.

Number of the .pl domain names secured with DNSSEC



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The number of domain names secured with DNSSEC protocol increased to 480,762 in Q1 2026, representing an increase of approximately 11.3% compared with the first quarter of 2024.

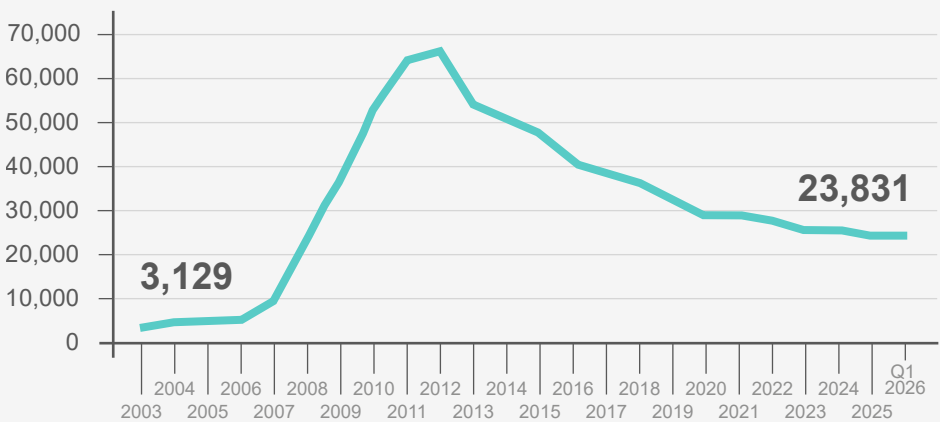
Compared with the first quarter of 2025, however, the number of DNSSEC-secured domain names decreased by 12,597. The data indicate a continued strong interest in the implementation of DNSSEC security measures, highlighting the growing importance of DNS security and integrity within the .pl domain Registry.

Additional services of .pl domain Registry

IDN

.PL DOMAIN NAME MARKET | Q1 2026

Number of .pl IDN domain names active in DNS



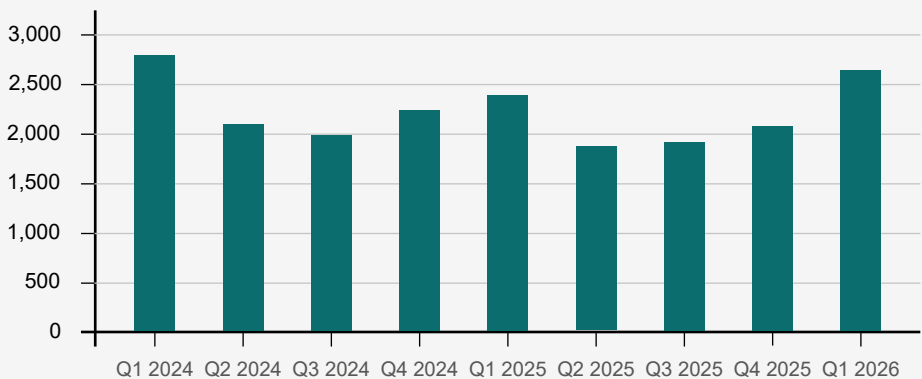
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In the first quarter of 2026, the number of IDN domain names active in the DNS stood at 23,831.

Functional domains accounted for 12.31% of all names, while regional domains had a very small share of 1.65%.

Number of registrations of .pl IDNs



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Interestingly, at the same time, a growing interest in registering IDN (Internationalized Domain Name) domain names was observed.

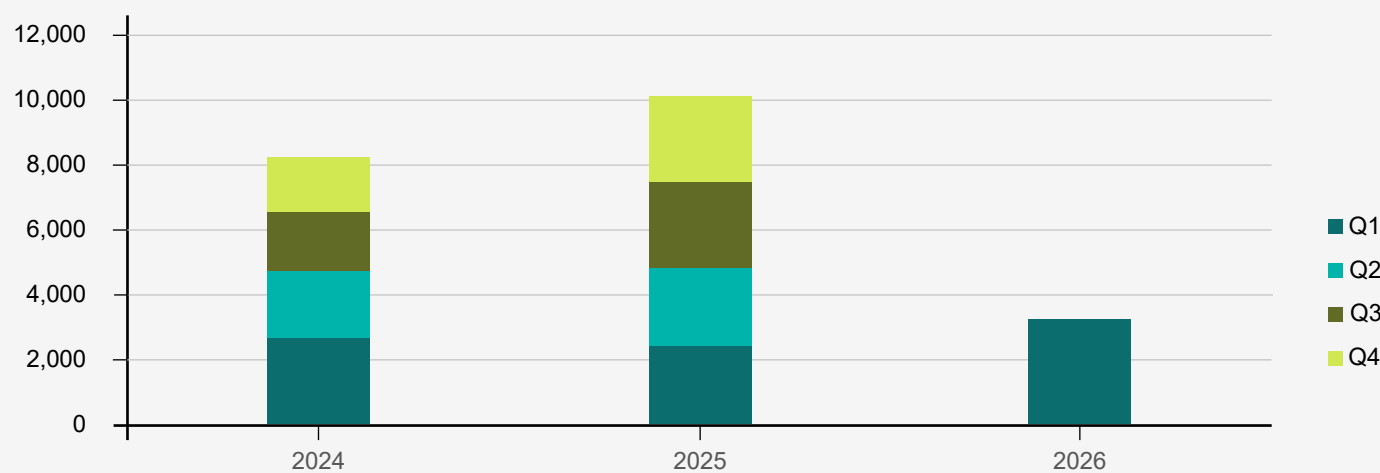
The highest numbers of registrations were recorded in Q1 2024 and again in Q1 2026, when the number of newly registered names exceeded 2,600. The data analysis indicates that, despite the long-term decline in the number of active IDN domain names, this segment continues to maintain stable registration activity, and shows signs of increasing interest at the beginning of 2026.

Additional services of .pl domain Registry

Options

.PL DOMAIN NAME MARKET | Q1 2026

Number of WLS registrations



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The upward trend observed throughout 2025, with the highest level of activity recorded in Q3 and Q4, continued in early 2026.

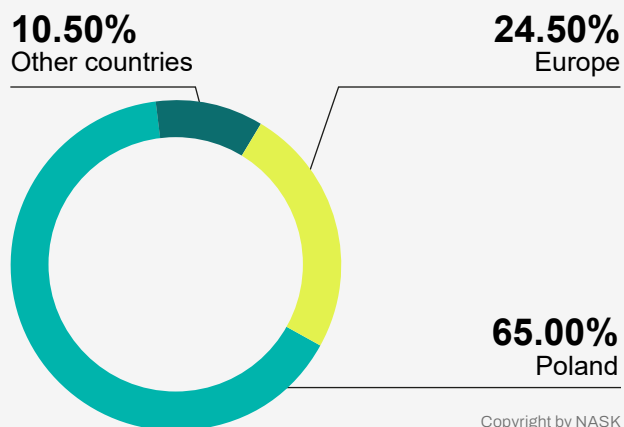
In Q1, the number of newly registered options reached approximately 3,300. The data analysis indicates registrar's growing activity in the secondary domain name market, as well as increasing interest in acquiring attractive domain names after their expiration.

Registrars of .pl domain names

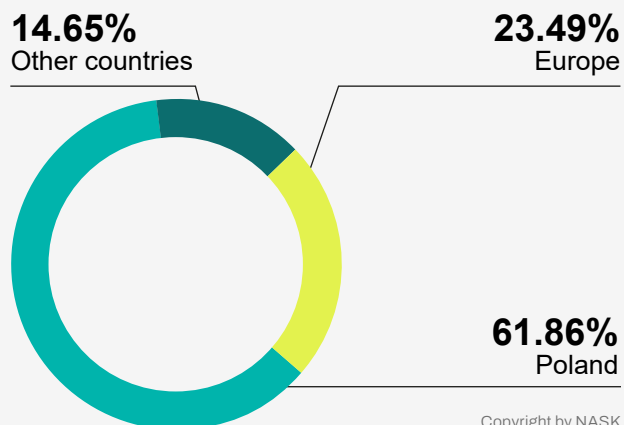
NASK Partner Programme

.PL DOMAIN NAME MARKET | Q1 2026

Partners of NASK, division by place of residence, Q1 2026



.pl domain name market share between Partners considering the place of residence, Q1 2026



The data present the structure of the NASK Partner Programme and the division of the .pl domain market at the end of Q1 2026 by registrar's registered office

At the end of March 2026, 200 registrars from 22 countries participated in the NASK Partner Programme. The largest group consisted of registrars based in Poland, with 130 entities accounting for 65.0% of all Partners. 49 registrars came from other European countries, while 21 were based outside Europe, representing 24.5% and 10.5% of NASK Partner Programme participants, respectively.



In terms of the number of .pl domain names under management, domestic registrars also dominated, accounting for 61.86% of the .pl domain market with more than 1.6 million names under management.

Registrars from other European countries operated 23.49% of the market, representing nearly 610,000 domains, while registrars from outside Europe accounted for 14.65% of the market, and managed over 380,000 .pl domain names. The data show the strong position of Polish registrars, alongside demonstrating the significant presence of foreign entities. This confirms both the internationalization of the .pl domain market and its distribution channels.



NASK

COMPILATION AND DESCRIPTION OF DATA GATHERED
FROM THE .PL DOMAIN NAME REGISTRY SYSTEM:

Alina Wiśniewska-Skura

TEXT:

Urszula Soler

EDITORIAL STAFF:

Monika Stygar

DESIGN:

Marcin Ślusarczyk

dns.pl

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