



.pl domain name market

NASK'S REPORT

Q3 2025

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Introduction

In the third quarter of 2025, the .pl domain name market maintained stable momentum, and key indicators confirmed the market's maturity and predictability. At the end of September, there were **2,565,672 active names** in the Registry, representing a slight quarterly adjustment that fell within natural seasonal fluctuations. At the same time, the pace of new registrations remained at a similar level – **169,895** .pl domain names were registered in Q3 2025, averaging **1,847** registrations per day.

The renewal rate reached **71.40%**, and the total number of renewed names amounted to **422,649** – over two thousand more than in the same period of the previous year. The number of unique registrants increased to **1,165,915**, with an average of **2.20** active .pl domain names per registrant. During the analyzed quarter, **53,257** transfers were also carried out, representing a clear increase compared with the previous three months.

As of the end of September 2025, **193 registrars from 22 countries** participated in NASK's Partner Program, with entities based in Poland accounting for the dominant share. Detailed data on activity in the .pl domain name market can be found in the following part of the report.

We invite you to read on!

Facts and figures

Nearly **2.6 million** active .pl domain names

Nearly **170 thousand** new domain names

Over **482 thousand** DNSSEC-secured domain names

193 NASK partners

Over **53 thousand** transfers

71.40% renewal rate

Nearly **1.2 million** registrants

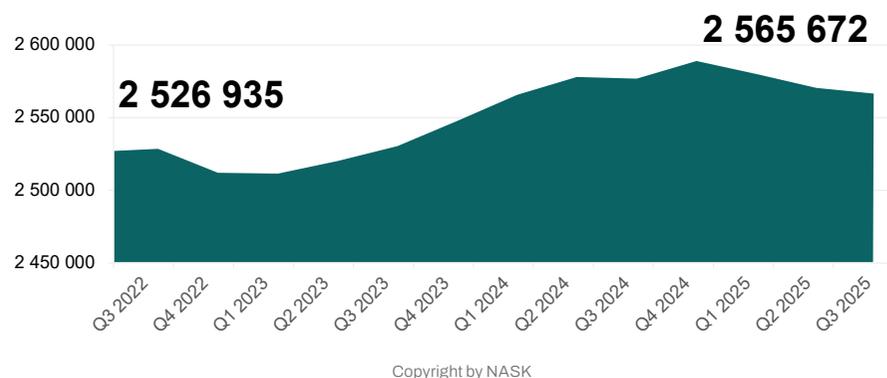
1,071 options exercised

494 renewed options

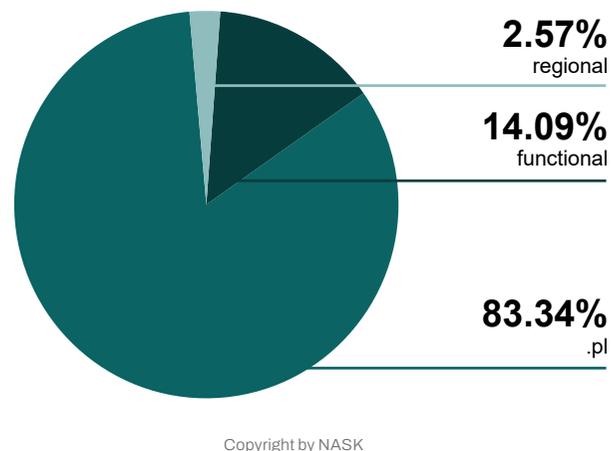
.pl domain names active in DNS

Domains in .pl domain registry

Number of .pl domain names in DNS



Number of domain names active in DNS as divided into the type of zone, Q3 2025



Year of registration of .pl domain names active in DNS



As of the end of September 2025, the .pl domain Registry recorded **2,565,672** names active in DNS, representing a decrease of **3,735** names compared with the previous quarter.



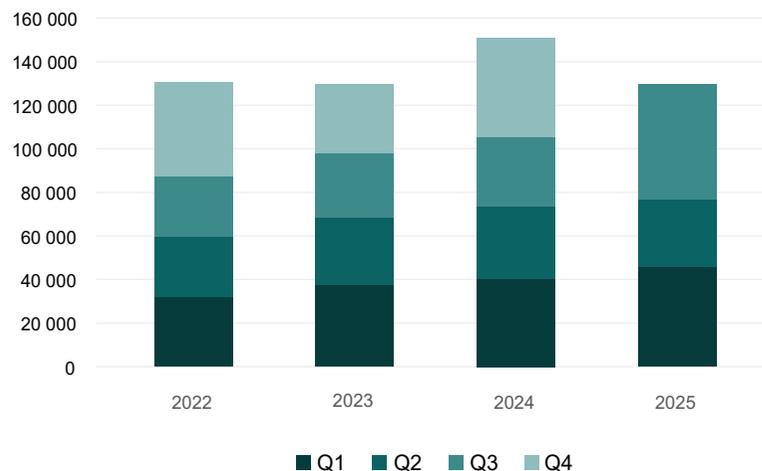
The number of names active in DNS maintained directly under the .pl domain totaled **2,138,085**

Functional domains contained **361,611** active names, while regional domains accounted for **65,976**

.pl domain names active in DNS

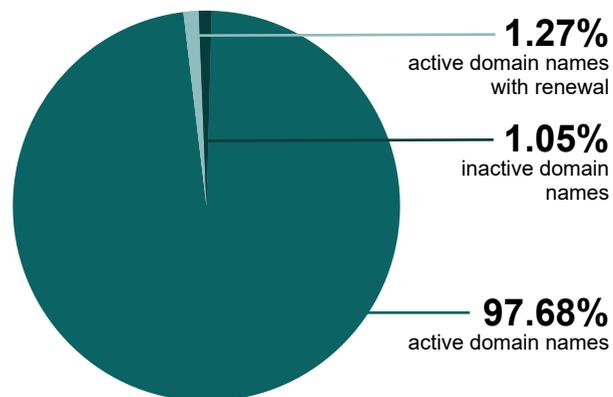
Transfers

Number of .pl domain name transfers



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Division of transfers, Q3 2025



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Between the beginning of July and the end of September 2025, **53,257** .pl domain name service transfers were carried out. This corresponds to an average of **579** transferred names per day – **233 more** than in the previous quarter.



In Q3 2025, **1,236** transfers with renewal were completed, of which **558** took place after the end of the settlement period

.pl domain names active in DNS

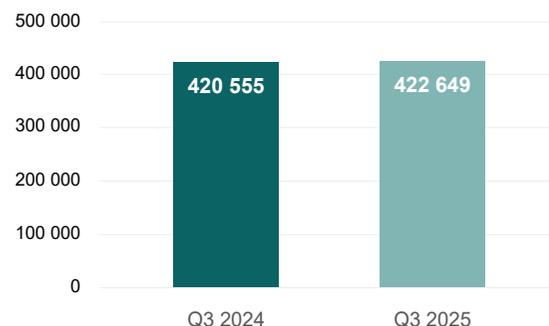
Renewal of a domain name for a consecutive billing period

Number of renewed .pl domain names



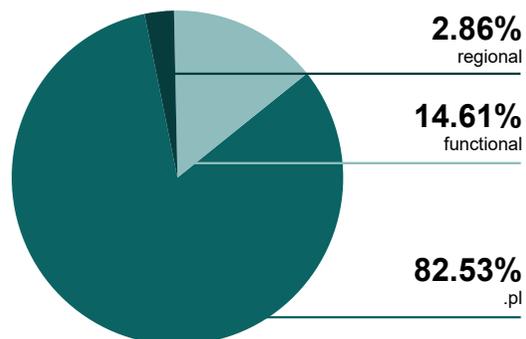
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Number of renewed .pl domain names (year-on-year)



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Structure of renewed .pl domain names, Q3 2025



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Renewal rate of .pl domain names



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At the end of September 2025, the renewal rate stood at **71.40%**.



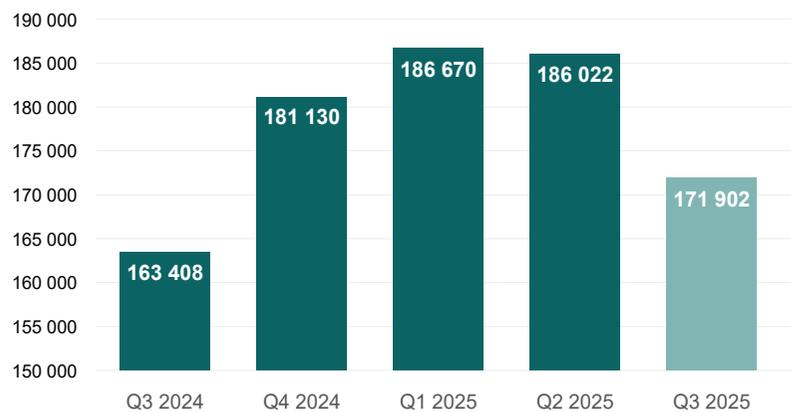
In Q3 2025, **422,649** names were renewed

For **4,051** names, the end of the settlement period was postponed by an individually defined number of days

In Q3 2025, **2,094** more names were renewed than in Q3 2024

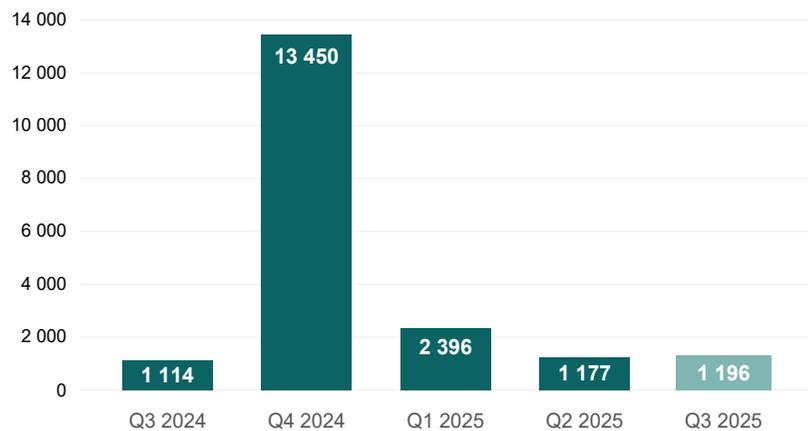
Domain names released from the .pl domain registry

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



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Number of .pl domain names released after previous deletion



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171,902 domains released due to non-renewal

1,196 domains released after prior deletion

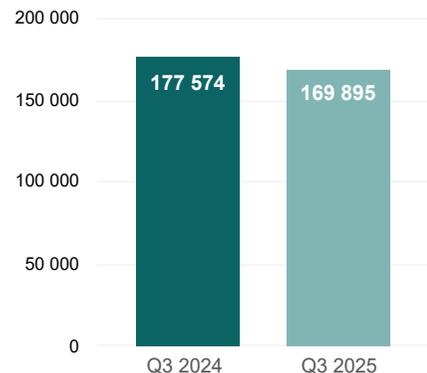
New names in the .pl domain registry

Number of .pl domain name registrations



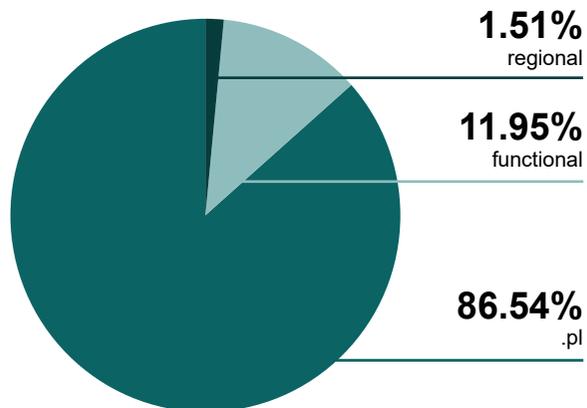
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Number of .pl domain name registrations (year-on-year)



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.pl domain name registrations as divided into a type of zone, Q3 2025



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In the third quarter of 2025, **169,895** .pl domain names were registered – **1,647 more** than in the previous quarter. However, compared with the third quarter of 2024, the number of registrations was lower by nearly **8 thousand**.



The average daily number of .pl domain name registrations was **1,847**

In Q3 2025, **4.32%** fewer names were registered than in Q3 2024

Registrants of .pl domain names

Registrants in the .pl domain registry

Division of .pl domain name registrations for the type of a registrant, Q3 2025



49.43%
natural persons

50.57%
organizations

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.pl domain names, active in DNS, as divided into the type of a registrant, Q3 2025

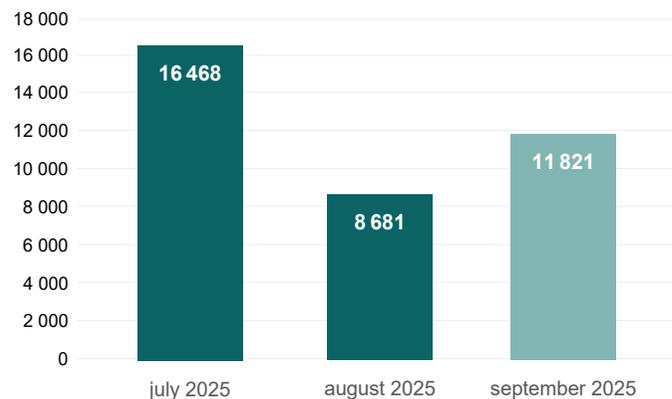


36.02%
natural persons

63.98%
organizations

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Number of changes of .pl domain name registrants, Q3 2025



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At the end of the third quarter of 2025, the .pl domain Registry listed **1,165,915** unique registrants – **over 10 thousand** more than in the previous quarter.

An average of **2.20** .pl domain names per registrant

36,970 .pl domain name registrant changes were carried out

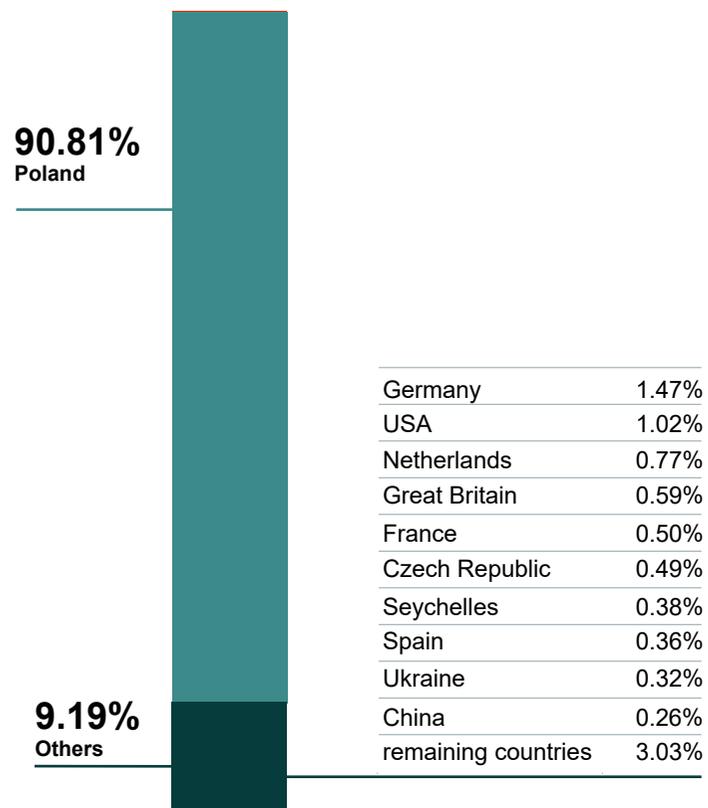
64.36% of registrants were organizations

35.64% of registrants were individuals

Registrants of .pl domain names

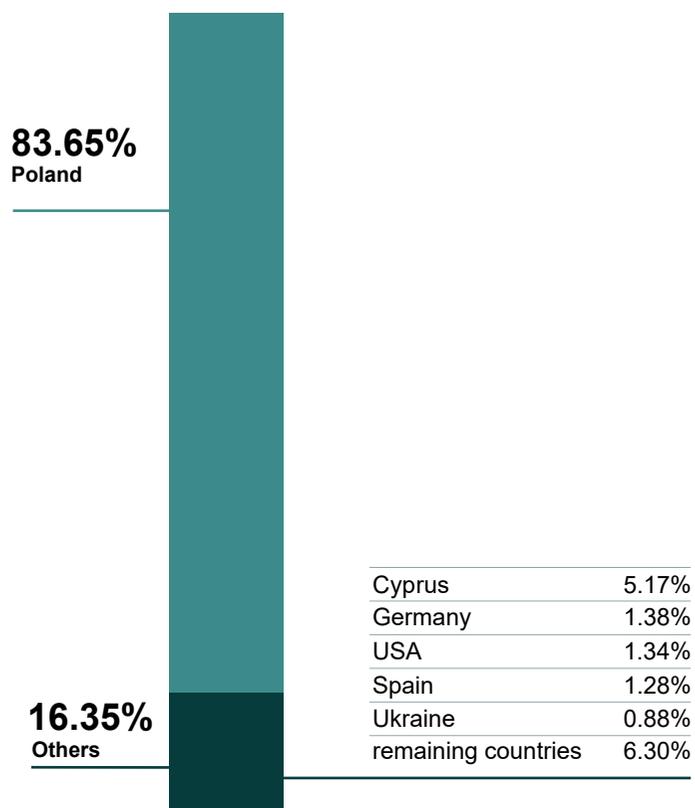
Place of residence of .pl domain name registrants

Division of .pl domain names active in DNS for registrant's country, Q3 2025



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Division of .pl domain name registrations for a registrant's country, Q3 2025

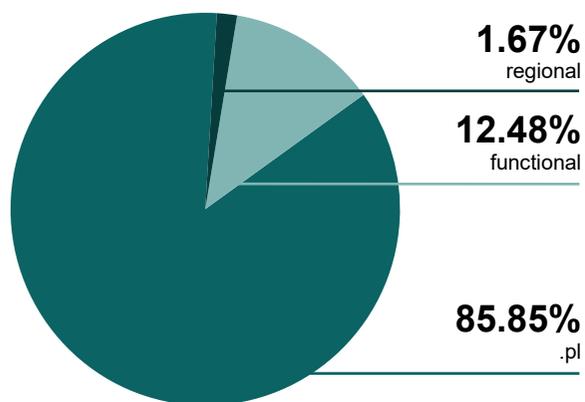


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Additional services of .pl domain registry

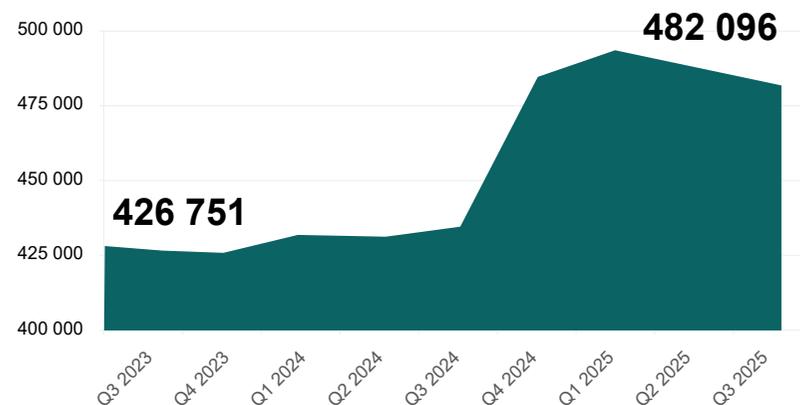
DNSSEC

.pl domain names secured with DNSSEC as divided into a type of zone, Q3 2025



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Number of the .pl domain names secured with DNSSEC



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In Q3 2025, **482,096** names were secured with the DNSSEC protocol

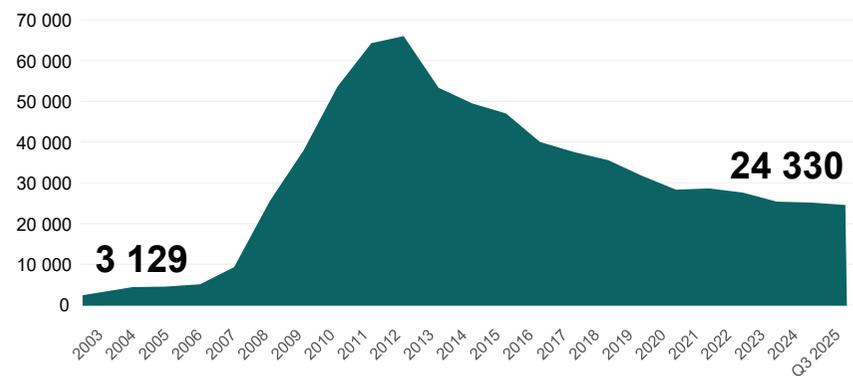
At the end of the third quarter of 2025, **482,096** names were secured with the DNSSEC protocol. Nearly 414 thousand of them were registered directly under the .pl domain, over **60 thousand** in functional domains, and more than **8 thousand** in regional domains.

Compared with the previous quarter, the number of names secured with the DNSSEC protocol in the .pl domain Registry decreased by **5,555**.

Additional services of .pl domain registry

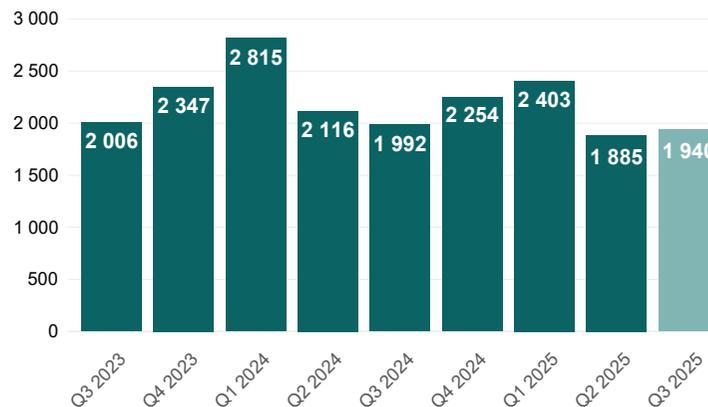
IDN

Number of .pl IDNs active in DNS



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Number of registrations of .pl IDNs



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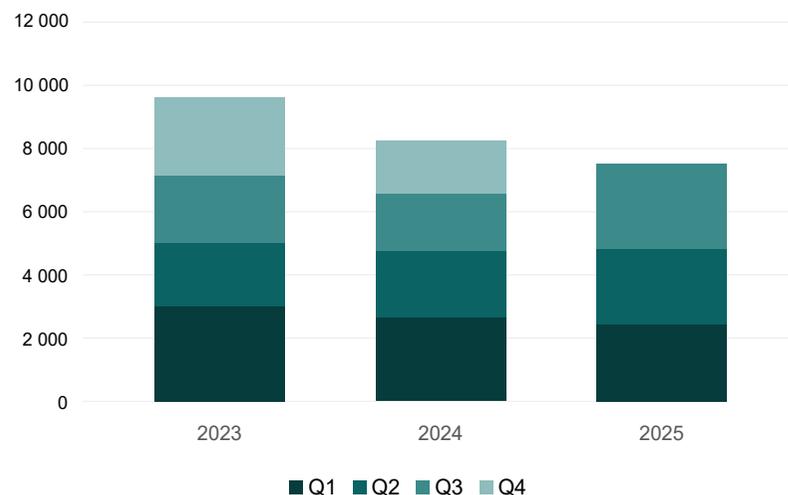
In Q3 2025, **1,940** IDNs were registered

At the end of the third quarter of 2025, the .pl domain Registry contained **24,330** names with national diacritical characters (so-called IDN domains), representing **0.95%** of all names active in DNS.

Additional services of .pl domain registry

Options

Number of WLS registrations



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In the third quarter of 2025, **2,659** option agreements for the registration of .pl domain names were concluded, and **494** were extended for another three years.

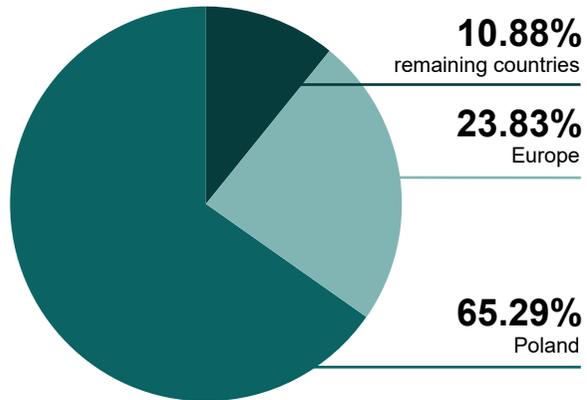
Since the launch of the service, more than **296 thousand** option agreements have been concluded, **42.41%** of which ended with the domain name being released for registration.

1,071 option agreements resulted in the domain name being released for registration

Registrars of .pl domain names

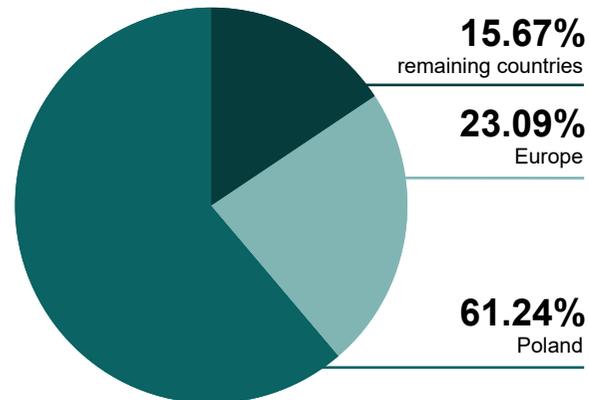
NASK Partner Programme

Division of Partners for their place of residence, Q3 2025



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Division of .pl domain names for Partner's registered office, Q3 2025



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In Poland, **126** registrars were based, serving a total of almost **1.6 million** .pl domain names. In other European countries, **46** registrars were based, handling over **595 thousand** .pl domain names. Outside Europe, **21** registrars were based, and they managed nearly **404 thousand** .pl domain names.



As of the end of September 2025, **193** registrars from **22** countries were participating in NASK's Partner Program



TEXT AND CORRECTION:

Editorial staff

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

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Alicja Kaim

dns.pl

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