

Alcoholic Drinks in Poland

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Report description:

Sales of alcoholic drinks continued to decline in 2021, albeit at a lower rate than in 2020, due to the impact of the ongoing COVID-19 pandemic on the consumption of alcoholic drinks both on-trade and off-trade. During the year, pandemic-related restrictions on foodservice establishments remained in place, while there were also fewer sports and outdoor events compared to normal. This led to a continued decline in alcoholics drinks sales through the on-trade channel. In the off-trade, growing hea...

Euromonitor International's Alcoholic Drinks in Poland report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2017-2021), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they legislative, distribution or pricing issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Beer, Cider/Perry, RTDs, Spirits, Wine.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Alcoholic Drinks market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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Premiumisation likely to stall as manufacturers grapple with rising production costs and consumers become increasingly price sensitive

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