

## **Beer in Poland**

Market Direction | 2022-07-07 | 32 pages | Euromonitor

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### **Report description:**

2021 was a challenging year for beer sales. The category continued to suffer from the effects of pandemic-related restrictions. There were few sports and other outdoor events during the year, when beer is typically consumed, while restrictions remained in place on foodservice establishments. As such, footfall in foodservice establishments remained low during the year. After a successful start of summer, the unfavourable weather conditions in the second half of the season negatively affected beer...

Euromonitor International's Beer 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: Dark Beer, Lager, Non/Low Alcohol Beer, Stout.

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

Why buy this report?

- \* Get a detailed picture of the Beer 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Euromonitor International  
July 2022

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Unfavourable weather conditions during summer and heightened health awareness negatively affect sales of beer both on-trade and off-trade in 2021

Non-alcoholic beer sales enjoy the fastest growth as consumers become more health consciousness

Premiumisation amidst inflationary pressure

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Premium lager and non-alcoholic beer set to drive growth

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