

Cider/Perry in Poland

Market Direction | 2022-07-07 | 27 pages | Euromonitor

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Report description:

Cider/perry total volume sales continued to decline in 2021, with falling sales seen both on-trade and off-trade. The decline had been seen throughout the review period. The category has failed to strike a chord with the Polish population, despite there being strong ground for apple cider to become a Polish national product due to the country's substantial annual apple harvest. At the current rates of decline, cider/perry is destined to become a niche category in Poland. Tax disadvantages have p...

Euromonitor International's Cider/Perry 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.

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

Why buy this report?

- * Get a detailed picture of the Cider/Perry 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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CIDER/PERRY IN POLAND

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Strong decline is a continuation of the review period trend

Craft cider launched in the hope of turning around the category's fortunes

Ambra remains the leader thanks to the widespread availability of its Cydr Lubelski brand

PROSPECTS AND OPPORTUNITIES

Changes in taxation and duty levies might benefit cider/perry

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