

Rtds in Poland

Market Direction | 2022-07-07 | 28 pages | Euromonitor

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Report description:

In 2021, total volume sales of RTDs continued to decline, both on-trade and off-trade. The ongoing COVID-19 pandemic and related restrictions on on-trade establishments, and the cancellation of open-air events during summer led to a decline in sales of RTDs. Spirit-based RTDs remained the only category present in RTDs in Poland during 2021, and therefore this category saw the same performance as overall RTDs.

Euromonitor International's RTDs 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: Malt-based RTDs, Other RTDs, Spirit-based RTDs, Wine-based RTDs.

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

Why buy this report?

- * Get a detailed picture of the RTDs 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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RTDS IN POLAND

KEY DATA FINDINGS

2021 DEVELOPMENTS

Off-trade growth offsets some of the on-trade decline

Limited drinking occasions both on-trade and off-trade hamper growth

No changes in the leaders, although Bacardi-Martini moves closer to Marie Brizard

PROSPECTS AND OPPORTUNITIES

RTDs will remain a niche category, but the development of the on-trade channel may support growth

Small possibility that hard seltzers can reshape RTDs

Alcohol-free trend likely to gain traction in RTDs

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