

Spirits in Poland

Market Direction | 2022-07-07 | 35 pages | Euromonitor

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Report description:

In 2021, value growth overtook volume growth in spirits, due to premiumisation. Polish consumers are buying more and more premium alcoholic drinks, including spirits, but not necessarily consuming more. Fine spirits, especially in original packaging, are becoming more and more popular. Polish consumers are keen to experiment, even in uncertain times, whilst increasing numbers of famous Poles are becoming brand ambassadors and helping to promote such products.

Euromonitor International's Spirits 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: Brandy and Cognac, Liqueurs, Non Alcoholic Spirits, Other Spirits, Rum, Tequila (and Mezcal), Whiskies, White Spirits.

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

Why buy this report?

- * Get a detailed picture of the Spirits 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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Spirits companies rely on premiumisation to retain value amidst soaring inflation

Whisky, rum and gin continue on an upward trajectory

Increasing concentration in spirits

PROSPECTS AND OPPORTUNITIES

On-trade will take time to recover

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

A move to light rather than non-alcoholic products is likely in spirits

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