

Wine in Poland

Market Direction | 2022-07-07 | 38 pages | Euromonitor

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Report description:

Although wine consumption is not yet as culturally entrenched as the consumption of beer or spirits, this is starting to change. This meant that despite the COVID-19 pandemic, total volume sales of wine continued to grow in Poland in 2021, with a similar increase to that seen the previous year. A partial recovery was seen in the on-trade, after the heavy losses in the last year, as outlets were open during the year but capacity restrictions remained. Off-trade sales continued to increase, albeit...

Euromonitor International's Wine 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: Fortified Wine and Vermouth, Non-Grape Wine, Sparkling Wine, Still Light Grape 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 Wine 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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WINE IN POLAND

KEY DATA FINDINGS

2021 DEVELOPMENTS

Home consumption of wine becomes more entrenched

Greater knowledge contributes to a move to red wine

Amba extends its lead due to continued strength of sparkling wine

PROSPECTS AND OPPORTUNITIES

On-trade will play only a minor role, while off-trade sales are set to drive total volume sales growth

Players in wine will attempt to create the right conditions for consumption

Potential for growth in non-alcoholic wine

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