

## **Wine in Poland**

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

### **AVAILABLE LICENSES:**

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

### **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.

## Table of Contents:

Wine in Poland  
Euromonitor International  
July 2022

### List Of Contents And Tables

#### 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

#### CATEGORY DATA

Table 1 Sales of Wine by Category: Total Volume 2016-2021

Table 2 Sales of Wine by Category: Total Value 2016-2021

Table 3 Sales of Wine by Category: % Total Volume Growth 2016-2021

Table 4 Sales of Wine by Category: % Total Value Growth 2016-2021

Table 5 Sales of Wine by Off-trade vs On-trade: Volume 2016-2021

Table 6 Sales of Wine by Off-trade vs On-trade: Value 2016-2021

Table 7 Sales of Wine by Off-trade vs On-trade: % Volume Growth 2016-2021

Table 8 Sales of Wine by Off-trade vs On-trade: % Value Growth 2016-2021

Table 9 Sales of Still Red Wine by Price Segment: % Off-trade Volume 2016-2021

Table 10 □Sales of Still Rose Wine by Price Segment: % Off-trade Volume 2016-2021

Table 11 □Sales of Still White Wine by Price Segment: % Off-trade Volume 2016-2021

Table 12 □Sales of Other Sparkling Wine by Price Segment: % Off-trade Volume 2016-2021

Table 13 □GBO Company Shares of Still Light Grape Wine: % Total Volume 2017-2021

Table 14 □NBO Company Shares of Still Light Grape Wine: % Total Volume 2017-2021

Table 15 □LBN Brand Shares of Still Light Grape Wine: % Total Volume 2018-2021

Table 16 □GBO Company Shares of Champagne: % Total Volume 2017-2021

Table 17 □NBO Company Shares of Champagne: % Total Volume 2017-2021

Table 18 □LBN Brand Shares of Champagne: % Total Volume 2018-2021

Table 19 □GBO Company Shares of Other Sparkling Wine: % Total Volume 2017-2021

Table 20 □NBO Company Shares of Other Sparkling Wine: % Total Volume 2017-2021

Table 21 □LBN Brand Shares of Other Sparkling Wine: % Total Volume 2018-2021

Table 22 □GBO Company Shares of Fortified Wine and Vermouth: % Total Volume 2017-2021

Table 23 □NBO Company Shares of Fortified Wine and Vermouth: % Total Volume 2017-2021

Table 24 □LBN Brand Shares of Fortified Wine and Vermouth: % Total Volume 2018-2021

Table 25 □GBO Company Shares of Non-grape Wine: % Total Volume 2017-2021

Table 26 □NBO Company Shares of Non-grape Wine: % Total Volume 2017-2021

Table 27 □LBN Brand Shares of Non-grape Wine: % Total Volume 2018-2021

Table 28 □Forecast Sales of Wine by Category: Total Volume 2021-2026

Table 29 □Forecast Sales of Wine by Category: Total Value 2021-2026

Table 30 □Forecast Sales of Wine by Category: % Total Volume Growth 2021-2026

Table 31 □Forecast Sales of Wine by Category: % Total Value Growth 2021-2026

CHART 1 Alcoholic Drinks Off-Trade Volume Sales Growth Scenarios: 2019-2026

CHART 2 Alcoholic Drinks On-Trade Volume Sales Growth Scenarios: 2019-2026

CHART 3 Alcoholic Drinks Impact of Soft Drivers on Off-Trade Volume Sales: 2019-2026

CHART 4 Alcoholic Drinks Impact of Soft Drivers on On-Trade Volume Sales: 2019-2026

## ALCOHOLIC DRINKS IN POLAND

### EXECUTIVE SUMMARY

Alcoholic drinks in 2021: The big picture

2021 key trends

Competitive landscape

Retailing developments

On-trade vs off-trade split

What next for alcoholic drinks?

### MARKET BACKGROUND

Legislation

Legal purchasing age and legal drinking age

Drink driving

Advertising

Smoking ban

Opening hours

On-trade establishments

Table 32 Number of On-trade Establishments by Type 2015-2021

### TAXATION AND DUTY LEVIES

Summary 1 Taxation and Duty Levies on Alcoholic Drinks 2021

### OPERATING ENVIRONMENT

Contraband/parallel trade

Duty free

Cross-border/private imports

### KEY NEW PRODUCT LAUNCHES

Outlook

### MARKET INDICATORS

Table 33 Retail Consumer Expenditure on Alcoholic Drinks 2016-2021

### MARKET DATA

Table 34 Sales of Alcoholic Drinks by Category: Total Volume 2016-2021

Table 35 Sales of Alcoholic Drinks by Category: Total Value 2016-2021

Table 36 Sales of Alcoholic Drinks by Category: % Total Volume Growth 2016-2021

Table 37 Sales of Alcoholic Drinks by Category: % Total Value Growth 2016-2021

Table 38 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2021

Table 39 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2021

Table 40 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2021

Table 41 □Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2021

Table 42 □GBO Company Shares of Alcoholic Drinks: % Total Volume 2017-2021

Table 43 □Distribution of Alcoholic Drinks by Format: % Off-trade Value 2016-2021

Table 44 □Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2021

Table 45 □Forecast Sales of Alcoholic Drinks by Category: Total Volume 2021-2026

Table 46 □Forecast Sales of Alcoholic Drinks by Category: Total Value 2021-2026

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 47 □Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2021-2026

Table 48 □Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2021-2026

DISCLAIMER

SOURCES

Summary 2 Research Sources

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

[www.scotts-international.com](http://www.scotts-international.com)

**Wine in Poland**

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

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scotts-international.com

**ORDER FORM:**

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

\*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	Phone*	
First Name*	Last Name*	
Job title*		
Company Name*	EU Vat / Tax ID / NIP number*	
Address*	City*	
Zip Code*	Country*	
	Date	2026-02-10
	Signature	

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

[www.scotts-international.com](http://www.scotts-international.com)