

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.

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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

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

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