

## Alcoholic Drinks in Poland

Market Direction | 2023-06-27 | 79 pages | Euromonitor

### AVAILABLE LICENSES:

- Single User Licence €1750.00
- Multiple User License (1 Site) €3500.00
- Multiple User License (Global) €5250.00

### Report description:

Alcoholic drinks in Poland recorded a slight downturn in terms of total volume sales during 2022. Despite the considerable surge in on-trade sales, buoyed by the unrestricted operational ability of foodservice establishments post-pandemic, this upswing was unable to counterbalance the downfall witnessed in off-trade transactions.

Euromonitor International's Alcoholic Drinks 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 (2018-2022), 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 2027 illustrate how the market is set to change.

Product coverage: Beer, Cider/Perry, RTDs, Spirits, 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 Alcoholic Drinks 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:

**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)

## List Of Contents And Tables

### ALCOHOLIC DRINKS IN POLAND

#### EXECUTIVE SUMMARY

Alcoholic drinks in 2022: The big picture

2022 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 1 Number of On-trade Establishments by Type 2016-2022

#### TAXATION AND DUTY LEVIES

Summary 1 Taxation and Duty Levies on Alcoholic Drinks 2022

#### OPERATING ENVIRONMENT

Contraband/parallel trade

Duty free

Cross-border/private imports

#### KEY NEW PRODUCT LAUNCHES

Outlook

#### MARKET INDICATORS

Table 2 Retail Consumer Expenditure on Alcoholic Drinks 2017-2022

#### MARKET DATA

Table 3 Sales of Alcoholic Drinks by Category: Total Volume 2017-2022

Table 4 Sales of Alcoholic Drinks by Category: Total Value 2017-2022

Table 5 Sales of Alcoholic Drinks by Category: % Total Volume Growth 2017-2022

Table 6 Sales of Alcoholic Drinks by Category: % Total Value Growth 2017-2022

Table 7 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2022

Table 8 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2022

Table 9 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2022

Table 10 □Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2022

Table 11 □GBO Company Shares of Alcoholic Drinks: % Total Volume 2018-2022

Table 12 □Distribution of Alcoholic Drinks by Format: % Off-trade Value 2017-2022

Table 13 □Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2022

Table 14 □Forecast Sales of Alcoholic Drinks by Category: Total Volume 2022-2027

Table 15 □Forecast Sales of Alcoholic Drinks by Category: Total Value 2022-2027

Table 16 □Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2022-2027

Table 17 □Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 2 Research Sources

BEER IN POLAND

KEY DATA FINDINGS

2022 DEVELOPMENTS

Rising operational costs plague breweries

Economy beers see comparatively mild decline

Consumers continue to shift towards non-alcoholic beer

PROSPECTS AND OPPORTUNITIES

On-trade sales set to see slow recovery, while off-trade sales will fall further

Potential in premiumisation may support value growth

Non-alcoholic beer/s to rise fastest, as preference for healthier alternatives grows

CATEGORY BACKGROUND

Lager price band methodology

Summary 3 Lager by Price Band 2022

Table 18 Number of Breweries 2017-2022

CATEGORY DATA

Table 19 Sales of Beer by Category: Total Volume 2017-2022

Table 20 Sales of Beer by Category: Total Value 2017-2022

Table 21 Sales of Beer by Category: % Total Volume Growth 2017-2022

Table 22 Sales of Beer by Category: % Total Value Growth 2017-2022

Table 23 Sales of Beer by Off-trade vs On-trade: Volume 2017-2022

Table 24 Sales of Beer by Off-trade vs On-trade: Value 2017-2022

Table 25 Sales of Beer by Off-trade vs On-trade: % Volume Growth 2017-2022

Table 26 Sales of Beer by Off-trade vs On-trade: % Value Growth 2017-2022

Table 27 □Sales of Beer by Craft vs Standard 2017-2022

Table 28 □GBO Company Shares of Beer: % Total Volume 2018-2022

Table 29 □NBO Company Shares of Beer: % Total Volume 2018-2022

Table 30 □LBN Brand Shares of Beer: % Total Volume 2019-2022

Table 31 □Forecast Sales of Beer by Category: Total Volume 2022-2027

Table 32 □Forecast Sales of Beer by Category: Total Value 2022-2027

Table 33 □Forecast Sales of Beer by Category: % Total Volume Growth 2022-2027

Table 34 □Forecast Sales of Beer by Category: % Total Value Growth 2022-2027

WINE IN POLAND

KEY DATA FINDINGS

2022 DEVELOPMENTS

Price sensitivity influences purchasing decisions in 2022

Sales structure evolves and sparkling wine outperforms

Rising interest in non-Alcoholic wine

PROSPECTS AND OPPORTUNITIES

Promising outlook for wine sales in Poland

Price escalation poses challenge

Domestic wine production set to expand

CATEGORY DATA

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

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

www.scotts-international.com

Table 35 Sales of Wine by Category: Total Volume 2017-2022

Table 36 Sales of Wine by Category: Total Value 2017-2022

Table 37 Sales of Wine by Category: % Total Volume Growth 2017-2022

Table 38 Sales of Wine by Category: % Total Value Growth 2017-2022

Table 39 Sales of Wine by Off-trade vs On-trade: Volume 2017-2022

Table 40 Sales of Wine by Off-trade vs On-trade: Value 2017-2022

Table 41 Sales of Wine by Off-trade vs On-trade: % Volume Growth 2017-2022

Table 42 Sales of Wine by Off-trade vs On-trade: % Value Growth 2017-2022

Table 43 Sales of Still Red Wine by Price Segment: % Off-trade Volume 2017-2022

Table 44 □Sales of Still Rose Wine by Price Segment: % Off-trade Volume 2017-2022

Table 45 □Sales of Still White Wine by Price Segment: % Off-trade Volume 2017-2022

Table 46 □Sales of Other Sparkling Wine by Price Segment: % Off-trade Volume 2017-2022

Table 47 □GBO Company Shares of Still Light Grape Wine: % Total Volume 2018-2022

Table 48 □NBO Company Shares of Still Light Grape Wine: % Total Volume 2018-2022

Table 49 □LBN Brand Shares of Still Light Grape Wine: % Total Volume 2019-2022

Table 50 □GBO Company Shares of Champagne: % Total Volume 2018-2022

Table 51 □NBO Company Shares of Champagne: % Total Volume 2018-2022

Table 52 □LBN Brand Shares of Champagne: % Total Volume 2019-2022

Table 53 □GBO Company Shares of Other Sparkling Wine: % Total Volume 2018-2022

Table 54 □NBO Company Shares of Other Sparkling Wine: % Total Volume 2018-2022

Table 55 □LBN Brand Shares of Other Sparkling Wine: % Total Volume 2019-2022

Table 56 □GBO Company Shares of Fortified Wine and Vermouth: % Total Volume 2018-2022

Table 57 □NBO Company Shares of Fortified Wine and Vermouth: % Total Volume 2018-2022

Table 58 □LBN Brand Shares of Fortified Wine and Vermouth: % Total Volume 2019-2022

Table 59 □GBO Company Shares of Non-grape Wine: % Total Volume 2018-2022

Table 60 □NBO Company Shares of Non-grape Wine: % Total Volume 2018-2022

Table 61 □LBN Brand Shares of Non-grape Wine: % Total Volume 2019-2022

Table 62 □Forecast Sales of Wine by Category: Total Volume 2022-2027

Table 63 □Forecast Sales of Wine by Category: Total Value 2022-2027

Table 64 □Forecast Sales of Wine by Category: % Total Volume Growth 2022-2027

Table 65 □Forecast Sales of Wine by Category: % Total Value Growth 2022-2027

## SPIRITS IN POLAND

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Emergence of Instagrammable cocktails bolsters overall sales

Spirits sees noteworthy acquisitions in 2022

Pure vodkas fall out of favour as flavoured variants gain ground

#### PROSPECTS AND OPPORTUNITIES

Spirits to be seen as an affordable luxury

Non alcoholic spirits and mocktails will continue to rise

Illegal alcohol trade set to strengthen

#### CATEGORY BACKGROUND

Vodka, gin, other blended Scotch whisky, dark rum and white rum price band methodology

Summary 4 Benchmark Brands 2022

#### CATEGORY DATA

Table 66 Sales of Spirits by Category: Total Volume 2017-2022

Table 67 Sales of Spirits by Category: Total Value 2017-2022

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

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

www.scotts-international.com

Table 68 Sales of Spirits by Category: % Total Volume Growth 2017-2022  
 Table 69 Sales of Spirits by Category: % Total Value Growth 2017-2022  
 Table 70 Sales of Spirits by Off-trade vs On-trade: Volume 2017-2022  
 Table 71 Sales of Spirits by Off-trade vs On-trade: Value 2017-2022  
 Table 72 Sales of Spirits by Off-trade vs On-trade: % Volume Growth 2017-2022  
 Table 73 Sales of Spirits by Off-trade vs On-trade: % Value Growth 2017-2022  
 Table 74 Sales of Dark Rum by Price Platform: % Total Volume 2017-2022  
 Table 75 □Sales of White Rum by Price Platform: % Total Volume 2017-2022  
 Table 76 □Sales of Other Blended Scotch Whisky by Price Platform: % Total Volume 2017-2022  
 Table 77 □Sales of English Gin by Price Platform: % Total Volume 2017-2022  
 Table 78 □Sales of Vodka by Price Platform: % Total Volume 2017-2022  
 Table 79 □Sales of Vodka by Flavoured vs Non-flavoured: % Total Volume 2017-2022  
 Table 80 □GBO Company Shares of Spirits: % Total Volume 2018-2022  
 Table 81 □NBO Company Shares of Spirits: % Total Volume 2018-2022  
 Table 82 □LBN Brand Shares of Spirits: % Total Volume 2019-2022  
 Table 83 □Forecast Sales of Spirits by Category: Total Volume 2022-2027  
 Table 84 □Forecast Sales of Spirits by Category: Total Value 2022-2027  
 Table 85 □Forecast Sales of Spirits by Category: % Total Volume Growth 2022-2027  
 Table 86 □Forecast Sales of Spirits by Category: % Total Value Growth 2022-2027

**CIDER/PERRY IN POLAND**

**KEY DATA FINDINGS**

**2022 DEVELOPMENTS**

Cider/perry under pressure from rival categories  
 Diminishing investment by major companies  
 Legislation supports small cider/perry producers

**PROSPECTS AND OPPORTUNITIES**

Possible respite in form of ?Road Map?  
 Flavoured beer poses significant competitive threat  
 On-trade sales may struggle to bounce back

**CATEGORY DATA**

Table 87 Sales of Cider/Perry: Total Volume 2017-2022  
 Table 88 Sales of Cider/Perry: Total Value 2017-2022  
 Table 89 Sales of Cider/Perry: % Total Volume Growth 2017-2022  
 Table 90 Sales of Cider/Perry: % Total Value Growth 2017-2022  
 Table 91 Sales of Cider/Perry by Off-trade vs On-trade: Volume 2017-2022  
 Table 92 Sales of Cider/Perry by Off-trade vs On-trade: Value 2017-2022  
 Table 93 Sales of Cider/Perry by Off-trade vs On-trade: % Volume Growth 2017-2022  
 Table 94 Sales of Cider/Perry by Off-trade vs On-trade: % Value Growth 2017-2022  
 Table 95 GBO Company Shares of Cider/Perry: % Total Volume 2018-2022  
 Table 96 □NBO Company Shares of Cider/Perry: % Total Volume 2018-2022  
 Table 97 □LBN Brand Shares of Cider/Perry: % Total Volume 2019-2022  
 Table 98 □Forecast Sales of Cider/Perry: Total Volume 2022-2027  
 Table 99 □Forecast Sales of Cider/Perry: Total Value 2022-2027  
 Table 100 □Forecast Sales of Cider/Perry: % Total Volume Growth 2022-2027  
 Table 101 □Forecast Sales of Cider/Perry: % Total Value Growth 2022-2027

**RTDS IN POLAND**

**KEY DATA FINDINGS**

## 2022 DEVELOPMENTS

RTDs continue to fall in off-trade channels in 2022

RTD players attempt to align products with consumer trends

New product launches invigorate landscape

## PROSPECTS AND OPPORTUNITIES

RTDs set to remain niche in Poland

Cocktail craze may offer some growth opportunities

Wine-based RTDs poised for growth

## CATEGORY DATA

Table 102 Sales of RTDs by Category: Total Volume 2017-2022

Table 103 Sales of RTDs by Category: Total Value 2017-2022

Table 104 Sales of RTDs by Category: % Total Volume Growth 2017-2022

Table 105 Sales of RTDs by Category: % Total Value Growth 2017-2022

Table 106 Sales of RTDs by Off-trade vs On-trade: Volume 2017-2022

Table 107 Sales of RTDs by Off-trade vs On-trade: Value 2017-2022

Table 108 Sales of RTDs by Off-trade vs On-trade: % Volume Growth 2017-2022

Table 109 Sales of RTDs by Off-trade vs On-trade: % Value Growth 2017-2022

Table 110 GBO Company Shares of RTDs: % Total Volume 2018-2022

Table 111 NBO Company Shares of RTDs: % Total Volume 2018-2022

Table 112 LBN Brand Shares of RTDs: % Total Volume 2019-2022

Table 113 Forecast Sales of RTDs by Category: Total Volume 2022-2027

Table 114 Forecast Sales of RTDs by Category: Total Value 2022-2027

Table 115 Forecast Sales of RTDs by Category: % Total Volume Growth 2022-2027

Table 116 Forecast Sales of RTDs by Category: % Total Value Growth 2022-2027

**Alcoholic Drinks in Poland**

Market Direction | 2023-06-27 | 79 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	€1750.00
	Multiple User License (1 Site)	€3500.00
	Multiple User License (Global)	€5250.00
		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	2026-02-18
	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)