

Spirits in Poland

Market Direction | 2023-06-27 | 35 pages | Euromonitor

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Report description:

The market for spirits in Poland has reached saturation point though it continues to evolve, adapting to emerging trends. In 2022, vodka, the largest product area, saw a decrease in off-trade volume sales but current value growth owing to inflation and a hike in excise duty, which rose by 10%. Imported spirits such as whisky, brandy, and rum faced additional cost pressure due to the weakening of the zloty against the euro and the dollar, contributing to higher consumer prices.

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 (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: 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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Euromonitor International
June 2023

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