

## **Wine in Poland**

Market Direction | 2023-06-27 | 38 pages | Euromonitor

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### **Report description:**

Polish consumers saw a notable increase in the prices of products and services that satisfy basic needs in 2022 including food, utilities, and loan costs. This price inflation prompted a more cautious and analytical approach to discretionary spending. When it came to wine, such economic pressure disrupted the trend towards premiumisation and instead, consumers showed a stronger inclination to purchase lower-priced products while simultaneously maintaining a keen focus on wine quality.

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 (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: Fortified Wine and Vermouth, Non Alcoholic Wine, 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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