

Rtds in Poland

Market Direction | 2024-06-18 | 26 pages | Euromonitor

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Report description:

Spirit-based RTDs was the most dynamic category within RTDs in Poland in 2023. Looking to capitalise on the growing demand for these products players continued to develop and launch new lines of RTDs in 2023. For example, in 2023 Jack Daniel's & Cola was launched by Coca-Cola HBC Polska Sp zoo, with these well-known brands combining to instant success. Elsewhere, CEDC International Sp zoo launched its Zubrowka Soda Zu line of spirit-based RTDs which is a mix of the brand's popular vodka combined...

Euromonitor International's RTDs 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 (2019-2023), 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 2028 illustrate how the market is set to change.

Product coverage: Malt-based RTDs, Non Alcoholic RTDs, Other RTDs, Spirit-based RTDs, Wine-based RTDs.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the RTDs 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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