

Fine Wines/Champagne and Spirits in Poland

Market Direction | 2024-10-30 | 20 pages | Euromonitor

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Report description:

Fine champagne has been the most dynamic category within fine wines/champagne and spirits in current value terms in 2024, with sales benefiting from the return of weddings and other important celebrations in the wake of the pandemic. However, this dynamism was largely fuelled by a sharp rise in unit prices, with fine champagne being the only category to see a decline in retail volume terms in 2024. Producers experienced a difficult year in 2024 with poor harvests due to the erratic weather seen...

Euromonitor International's Fine Wines/Champagne and Spirits in Poland report offers a comprehensive guide to the size and shape of the Fine Wines/Champagne and Spirits market at a national level. It provides the latest retail sales data, 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 and their effects on Fine Wines/Champagne and Spirits retailing along with the development of consumers' shopping patterns. Forecasts to 2028 illustrate how the market is set to change

Product coverage: Fine Wines, Luxury 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 Fine Wines/Champagne and 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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FINE WINES/CHAMPAGNE AND SPIRITS IN POLAND

KEY DATA FINDINGS

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Fine champagne delivers the strongest growth in value terms but luxury whiskies remains the key focus of demand
Little change in the rankings in 2023 as consumers favour tried and tested brands
Responsible drinking trend fuels demand for luxury spirits and fine wines

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Luxury whiskies likely to remain on top as consumers develop more refined tastes
NoLo trend expected to influence market demand
Luxury vodka showing promise

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