

Alcoholic Drinks in Poland

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Abstracts

Sales of alcoholic drinks declined both in off-trade and on-trade volume terms in Poland in 2023. At the same time, alcoholic drinks saw strong growth in total current value terms. This was the result of a significant increase in the prices of alcoholic drinks resulting from both an increase in production and distribution costs, as well as another increase in excise duty. Production costs, raw materials, packaging and personnel costs also increased. The alcoholic drinks industry also continued t...

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 (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: 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.

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