

Beer in Poland

<https://marketpublishers.com/r/B8DB672BECEEN.html>

Date: June 2023

Pages: 33

Price: US\$ 990.00 (Single User License)

ID: B8DB672BECEEN

Abstracts

The year 2022 was anticipated as a return to normality after the upheavals brought on by the pandemic, marked by resumption of entertainment events, concerts, meetings and the lifting of COVID-19 restrictions in foodservice. However, Poland's beer market faced yet another year of considerable challenges, with the surge in energy prices, noticeable since mid-2021, proving a primary concern.

Euromonitor International's Beer 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: Dark Beer, Lager, Non/Low Alcohol Beer, Stout.

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

Why buy this report?

Get a detailed picture of the Beer 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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