

# Spirits in Poland

<https://marketpublishers.com/r/S8EDC2B7A06EN.html>

Date: June 2023

Pages: 35

Price: US\$ 990.00 (Single User License)

ID: S8EDC2B7A06EN

## Abstracts

The market for spirits in Poland has reached saturation point though it continues to evolve, adapting to emerging trends. In 2022, vodka, the largest product area, saw a decrease in off-trade volume sales but current value growth owing to inflation and a hike in excise duty, which rose by 10%. Imported spirits such as whisky, brandy, and rum faced additional cost pressure due to the weakening of the zloty against the euro and the dollar, contributing to higher consumer prices.

Euromonitor International's Spirits 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:** Brandy and Cognac, Liqueurs, Non Alcoholic Spirits, Other Spirits, Rum, Tequila (and Mezcal), Whiskies, White 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 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.

## Contents

### SPIRITS IN POLAND

#### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Emergence of Instagrammable cocktails bolsters overall sales

Spirits sees noteworthy acquisitions in 2022

Pure vodkas fall out of favour as flavoured variants gain ground

#### PROSPECTS AND OPPORTUNITIES

Spirits to be seen as an affordable luxury

Non alcoholic spirits and mocktails will continue to rise

Illegal alcohol trade set to strengthen

#### CATEGORY BACKGROUND

Vodka, gin, other blended Scotch whisky, dark rum and white rum price band methodology

Summary 1 Benchmark Brands 2022

#### CATEGORY DATA

Table 1 Sales of Spirits by Category: Total Volume 2017-2022

Table 2 Sales of Spirits by Category: Total Value 2017-2022

Table 3 Sales of Spirits by Category: % Total Volume Growth 2017-2022

Table 4 Sales of Spirits by Category: % Total Value Growth 2017-2022

Table 5 Sales of Spirits by Off-trade vs On-trade: Volume 2017-2022

Table 6 Sales of Spirits by Off-trade vs On-trade: Value 2017-2022

Table 7 Sales of Spirits by Off-trade vs On-trade: % Volume Growth 2017-2022

Table 8 Sales of Spirits by Off-trade vs On-trade: % Value Growth 2017-2022

Table 9 Sales of Dark Rum by Price Platform: % Total Volume 2017-2022

Table 10 Sales of White Rum by Price Platform: % Total Volume 2017-2022

Table 11 Sales of Other Blended Scotch Whisky by Price Platform: % Total Volume 2017-2022

Table 12 Sales of English Gin by Price Platform: % Total Volume 2017-2022

Table 13 Sales of Vodka by Price Platform: % Total Volume 2017-2022

Table 14 Sales of Vodka by Flavoured vs Non-flavoured: % Total Volume 2017-2022

Table 15 GBO Company Shares of Spirits: % Total Volume 2018-2022

Table 16 NBO Company Shares of Spirits: % Total Volume 2018-2022

Table 17 LBN Brand Shares of Spirits: % Total Volume 2019-2022

Table 18 Forecast Sales of Spirits by Category: Total Volume 2022-2027

Table 19 Forecast Sales of Spirits by Category: Total Value 2022-2027

Table 20 Forecast Sales of Spirits by Category: % Total Volume Growth 2022-2027

Table 21 Forecast Sales of Spirits by Category: % Total Value Growth 2022-2027

## ALCOHOLIC DRINKS IN POLAND

### EXECUTIVE SUMMARY

Alcoholic drinks in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

On-trade vs off-trade split

What next for alcoholic drinks?

### MARKET BACKGROUND

Legislation

Legal purchasing age and legal drinking age

Drink driving

Advertising

Smoking ban

Opening hours

On-trade establishments

Table 22 Number of On-trade Establishments by Type 2016-2022

### TAXATION AND DUTY LEVIES

Summary 2 Taxation and Duty Levies on Alcoholic Drinks 2022

### OPERATING ENVIRONMENT

Contraband/parallel trade

Duty free

Cross-border/private imports

### KEY NEW PRODUCT LAUNCHES

Outlook

### MARKET INDICATORS

Table 23 Retail Consumer Expenditure on Alcoholic Drinks 2017-2022

### MARKET DATA

Table 24 Sales of Alcoholic Drinks by Category: Total Volume 2017-2022

Table 25 Sales of Alcoholic Drinks by Category: Total Value 2017-2022

Table 26 Sales of Alcoholic Drinks by Category: % Total Volume Growth 2017-2022

Table 27 Sales of Alcoholic Drinks by Category: % Total Value Growth 2017-2022

Table 28 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2022

Table 29 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2022

Table 30 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2022

Table 31 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2022

Table 32 GBO Company Shares of Alcoholic Drinks: % Total Volume 2018-2022

Table 33 Distribution of Alcoholic Drinks by Format: % Off-trade Value 2017-2022

Table 34 Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2022

Table 35 Forecast Sales of Alcoholic Drinks by Category: Total Volume 2022-2027

Table 36 Forecast Sales of Alcoholic Drinks by Category: Total Value 2022-2027

Table 37 Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2022-2027

Table 38 Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 3 Research Sources

## I would like to order

Product name: Spirits in Poland

Product link: <https://marketpublishers.com/r/S8EDC2B7A06EN.html>

Price: US\$ 990.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/S8EDC2B7A06EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970