

Wine in Poland

June 2024

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Wine in Poland - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Wine sales decline as economic pressures take their toll Sparkling wine a standout performer in a difficult year NoLo trend benefiting from changes in consumer drinking habits

PROSPECTS AND OPPORTUNITIES

Great potential for wine in Poland Non-alcoholic wine likely to continue expanding as demand grows Producers demand changes in the regulation low-alcohol wine

CATEGORY DATA

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Alcoholic Drinks in Poland - Industry Overview

EXECUTIVE SUMMARY

Alcoholic drinks in 2023: The big picture 2023 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 Summary 1 - Number of On-trade Establishments by Type 2017-2023

TAXATION AND DUTY LEVIES

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Contraband/parallel trade Duty free Cross-border/private imports

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