Wine in Poland

June 2023

Table of Contents
Wine in Poland - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS
Price sensitivity influences purchasing decisions in 2022
Sales structure evolves and sparkling wine outperforms
Rising interest in non-Alcoholic wine

PROSPECTS AND OPPORTUNITIES
Promising outlook for wine sales in Poland
Price escalation poses challenge
Domestic wine production set to expand

CATEGORY DATA
Table 1 - Sales of Wine by Category: Total Volume 2017-2022
Table 2 - Sales of Wine by Category: Total Value 2017-2022
Table 3 - Sales of Wine by Category: % Total Volume Growth 2017-2022
Table 4 - Sales of Wine by Category: % Total Value Growth 2017-2022
Table 5 - Sales of Wine by Off-trade vs On-trade: Volume 2017-2022
Table 6 - Sales of Wine by Off-trade vs On-trade: Value 2017-2022
Table 7 - Sales of Wine by Off-trade vs On-trade: % Volume Growth 2017-2022
Table 8 - Sales of Wine by Off-trade vs On-trade: % Value Growth 2017-2022
Table 9 - Sales of Still Red Wine by Price Segment: % Off-trade Volume 2017-2022
Table 10 - Sales of Still Rosé Wine by Price Segment: % Off-trade Volume 2017-2022
Table 11 - Sales of Still White Wine by Price Segment: % Off-trade Volume 2017-2022
Table 12 - Sales of Other Sparkling Wine by Price Segment: % Off-trade Volume 2017-2022
Table 13 - GBO Company Shares of Still Light Grape Wine: % Total Volume 2018-2022
Table 14 - NBO Company Shares of Still Light Grape Wine: % Total Volume 2018-2022
Table 15 - LBN Brand Shares of Still Light Grape Wine: % Total Volume 2019-2022
Table 16 - GBO Company Shares of Champagne: % Total Volume 2018-2022
Table 17 - NBO Company Shares of Champagne: % Total Volume 2018-2022
Table 18 - LBN Brand Shares of Champagne: % Total Volume 2019-2022
Table 19 - GBO Company Shares of Other Sparkling Wine: % Total Volume 2018-2022
Table 20 - NBO Company Shares of Other Sparkling Wine: % Total Volume 2018-2022
Table 21 - LBN Brand Shares of Other Sparkling Wine: % Total Volume 2019-2022
Table 22 - GBO Company Shares of Fortified Wine and Vermouth: % Total Volume 2018-2022
Table 23 - NBO Company Shares of Fortified Wine and Vermouth: % Total Volume 2018-2022
Table 24 - LBN Brand Shares of Fortified Wine and Vermouth: % Total Volume 2019-2022
Table 25 - GBO Company Shares of Non-grape Wine: % Total Volume 2018-2022
Table 26 - NBO Company Shares of Non-grape Wine: % Total Volume 2018-2022
Table 27 - LBN Brand Shares of Non-grape Wine: % Total Volume 2019-2022
Table 28 - Forecast Sales of Wine by Category: Total Volume 2022-2027
Table 29 - Forecast Sales of Wine by Category: Total Value 2022-2027
Table 30 - Forecast Sales of Wine by Category: % Total Volume Growth 2022-2027
Table 31 - Forecast Sales of Wine by Category: % Total Value Growth 2022-2027

Alcoholic Drinks in Poland - Industry Overview

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 32 - Number of On-trade Establishments by Type 2016-2022

TAXATION AND DUTY LEVIES

SUMMARY 1 - 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 33 - Retail Consumer Expenditure on Alcoholic Drinks 2017-2022

MARKET DATA

Table 34 - Sales of Alcoholic Drinks by Category: Total Volume 2017-2022
Table 35 - Sales of Alcoholic Drinks by Category: Total Value 2017-2022
Table 36 - Sales of Alcoholic Drinks by Category: % Total Volume Growth 2017-2022
Table 37 - Sales of Alcoholic Drinks by Category: % Total Value Growth 2017-2022
Table 38 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2022
Table 39 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2022
Table 40 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2022
Table 41 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2022
Table 42 - GBO Company Shares of Alcoholic Drinks: % Total Volume 2018-2022
Table 43 - Distribution of Alcoholic Drinks by Format: % Off-trade Value 2017-2022
Table 44 - Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2022
Table 45 - Forecast Sales of Alcoholic Drinks by Category: Total Volume 2022-2027
Table 46 - Forecast Sales of Alcoholic Drinks by Category: Total Value 2022-2027
Table 47 - Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2022-2027
Table 48 - Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 2 - Research Sources

About Euromonitor International
Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.
Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings**: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles**: Analysis dedicated to the world’s most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports**: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/wine-in-poland/report](http://www.euromonitor.com/wine-in-poland/report).