



Spirits in Poland

June 2024

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Spirits in Poland - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Price rises hit sales of spirits with vodka one of the bigger victims
Premiumisation seen in spirits while non-alcoholic options gather pace
Stock Spirits Group acquires Polmos Bielsko-Biala

PROSPECTS AND OPPORTUNITIES

The category expected to evolve towards spirits with a lower alcohol content
Further acquisitions in spirits are expected
Non-alcoholic spirits still has strong growth potential as younger generations follow sober lifestyles

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