



# Beer in Poland

June 2024

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## Beer in Poland - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Beer sales fall as prices rise

Specialist beer sees the sharpest decline in sales as prices soar

Grupa Zywiec ceases production at its Lezajsk brewery

#### PROSPECTS AND OPPORTUNITIES

Beer sales expected to remain under pressure in the short term due to prevailing economic uncertainty

Poland's new deposit system represents a big challenge for the beer industry

Craft breweries could diversify their production as a response to the difficult times

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