

Cider/Perry in Poland

June 2024

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Cider/Perry in Poland - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Cider/perry continues on a downward trajectory
Aromatised and non-alcoholic cider bring some positive to the category
Producers pushing for the abolishment of excise duty to improve competitiveness

PROSPECTS AND OPPORTUNITIES

Cider/perry sales projected to stagnate
Further actions towards the abolition of excise duty are planned
Fruit growers and processing industry will lobby for easier cider/perry production while craft products could carve out a growing niche

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On-trade vs off-trade split
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Legal purchasing age and legal drinking age
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Advertising
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Opening hours
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