



Euromonitor
International

Beer in Poland

July 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Economic pressures and healthy habits hit beer sales
Kompania Piwowarska remains the leading brewery in Poland
Beer in the middle of a price war between Lidl and Biedronka

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A downturn in beer sales is predicted
Labelling expected to be a focus for consumers and breweries
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Legal purchasing age and legal drinking age
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Opening hours
On-trade establishments

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DISCLAIMER

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