



Euromonitor
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Cider/Perry in Poland

July 2025

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2024 DEVELOPMENTS

The cider/perry industry is given a boost with the wine law
Cydr Lubelski continues to dominate sales
Supermarkets, discounters and convenience stores dominate sales

PROSPECTS AND OPPORTUNITIES

Cider/perry is expected to face strong competition from other alcoholic drinks
The struggle to eliminate the excise duty on cider/perry
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Alcoholic Drinks in Poland - Industry Overview

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On-trade vs off-trade split
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Legislation
Legal purchasing age and legal drinking age
Drink driving
Advertising
Smoking ban
Opening hours
On-trade establishments

TAXATION AND DUTY LEVIES

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DISCLAIMER

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