



Euromonitor
International

Rtds in Poland

July 2025

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Spirit-based RTDs see sharp sales increase backed by new product launches
Competition heats up as new products hit the market
Discounters gaining ground in the distribution of RTDs

PROSPECTS AND OPPORTUNITIES

Positive forecasts are expected for RTDs
Wine-based RTDs could see the arrival of lighter cocktails and sparkling wine-based options
Demand is likely to rise for RTDs with reduced sugar, alcohol, and calories

CATEGORY DATA

- Table 1 - Sales of RTDs by Category: Total Volume 2019-2024
- Table 2 - Sales of RTDs by Category: Total Value 2019-2024
- Table 3 - Sales of RTDs by Category: % Total Volume Growth 2019-2024
- Table 4 - Sales of RTDs by Category: % Total Value Growth 2019-2024
- Table 5 - Sales of RTDs by Off-trade vs On-trade: Volume 2019-2024
- Table 6 - Sales of RTDs by Off-trade vs On-trade: Value 2019-2024
- Table 7 - Sales of RTDs by Off-trade vs On-trade: % Volume Growth 2019-2024
- Table 8 - Sales of RTDs by Off-trade vs On-trade: % Value Growth 2019-2024
- Table 9 - GBO Company Shares of RTDs: % Total Volume 2020-2024
- Table 10 - NBO Company Shares of RTDs: % Total Volume 2020-2024
- Table 11 - LBN Brand Shares of RTDs: % Total Volume 2021-2024
- Table 12 - Forecast Sales of RTDs by Category: Total Volume 2024-2029
- Table 13 - Forecast Sales of RTDs by Category: Total Value 2024-2029
- Table 14 - Forecast Sales of RTDs by Category: % Total Volume Growth 2024-2029
- Table 15 - Forecast Sales of RTDs by Category: % Total Value Growth 2024-2029

Alcoholic Drinks in Poland - Industry Overview

EXECUTIVE SUMMARY

Alcoholic drinks in 2024: The big picture
2024 key trends
Competitive landscape
Retail developments
On-trade vs off-trade split
What next for alcoholic drinks?

MARKET BACKGROUND

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

TAXATION AND DUTY LEVIES

OPERATING ENVIRONMENT

Contraband/parallel trade

Duty free

Cross-border/private imports

KEY NEW PRODUCT LAUNCHES

Outlook

MARKET INDICATORS

Table 16 - Retail Consumer Expenditure on Alcoholic Drinks 2019-2024

MARKET DATA

Table 17 - Sales of Alcoholic Drinks by Category: Total Volume 2019-2024

Table 18 - Sales of Alcoholic Drinks by Category: Total Value 2019-2024

Table 19 - Sales of Alcoholic Drinks by Category: % Total Volume Growth 2019-2024

Table 20 - Sales of Alcoholic Drinks by Category: % Total Value Growth 2019-2024

Table 21 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2024

Table 22 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2024

Table 23 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2024

Table 24 - GBO Company Shares of Alcoholic Drinks: % Total Volume 2020-2024

Table 25 - Distribution of Alcoholic Drinks by Format: % Off-trade Value 2019-2024

Table 26 - Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2024

Table 27 - Forecast Sales of Alcoholic Drinks by Category: Total Volume 2024-2029

Table 28 - Forecast Sales of Alcoholic Drinks by Category: Total Value 2024-2029

Table 29 - Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2024-2029

Table 30 - Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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