



Fine Wines/Champagne and Spirits in Poland

October 2024

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Fine Wines/Champagne and Spirits in Poland - Category analysis

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2024 DEVELOPMENTS

Fine champagne delivers the strongest growth in value terms but luxury whiskies remains the key focus of demand

Little change in the rankings in 2023 as consumers favour tried and tested brands

Responsible drinking trend fuels demand for luxury spirits and fine wines

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Luxury whiskies likely to remain on top as consumers develop more refined tastes

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DISCLAIMER

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