



Euromonitor  
International

# Fine Wines/Champagne and Spirits in Poland

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KEY DATA FINDINGS

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

PROSPECTS AND OPPORTUNITIES

Luxury whiskies likely to remain on top as consumers develop more refined tastes  
NoLo trend expected to influence market demand  
Luxury vodka showing promise

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Luxury Goods in Poland - Industry Overview

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DISCLAIMER

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/fine-wines-champagne-and-spirits-in-poland/report](http://www.euromonitor.com/fine-wines-champagne-and-spirits-in-poland/report).