



**Euromonitor
International**

Beer in Poland

August 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Beer Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Beer

INDUSTRY PERFORMANCE

Chart 2 - Lech Launches New Free 0.0% Flavors, Continuing Its Tradition of Yearly Product Innovations.

Brands Accelerate Flavour Innovation as Demand Shifts

Chart 3 - Expanding the Range of Flavour-Driven Beer Variants in Desperados' Portfolio in Poland

Kompania Piwowarska Revives Dojlidy Classic to Reinforce Authenticity

Carlsberg and Kompania Piwowarska Connect with Consumers through People-Led Campaigns

Chart 4 - Volume Sales 2020-2030

Chart 5 - Volume Sales by Category 2025

WHAT'S NEXT?

Major Brands Expand Non-Alcoholic Lines as Lager Declines Accelerate

Regulatory Uncertainty and Cost Pressures Reshape Brand Strategies

Chart 6 - Forecast Volume Sales 2020-2030

Chart 7 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Chart 8 - Analyst Insight for Beer

Kompania Piwowarska Sustains Leadership through Portfolio Expansion

Chart 9 - Company Shares 2025

Chart 10 - Brand Shares 2025

CHANNELS

Convenience Stores Attract Impulsive Buyers with Local Access

Low Demand for Delivery Keeps Online Sales Minimal

ECONOMIC CONTEXT

Chart 11 - Economic Context for Beer

Chart 12 - Real GDP Growth 2020-2030

Chart 13 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 14 - Consumer Context for Beer

Chart 15 - Population 2020-2030

Chart 16 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Alcoholic Drinks in Poland - Industry Overview

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 17 - Key Industry Trends for Alcoholic Drinks

INDUSTRY PERFORMANCE

Rtds Offer Growth Opportunities Amid Structural Challenges

Chart 18 - Nolo Ciders Support Moderated and Flexible Drinking Occasions in Poland

Nolo Extensions Expand into Wine to Address Wellness Priorities and Flexible Drinking Occasions

Chart 19 - Jack Daniel'S Extends Flavour Experimentation through Rtd and Core Whiskey Ranges

Rtds Achieve Double-Digit Growth Supported by Flavour Experimentation

Chart 20 - Volume Sales 2020-2030

Chart 21 - Volume Sales by Category 2025

WHAT'S NEXT?

Younger Adults Boost Rtds as Beer Declines Further

Producers Invest in Experience-Led Premiumisation to Drive Value

Health-Driven Moderation Reshapes Product Innovation and Portfolio Strategy

Chart 22 - Forecast Volume Sales 2020-2030

Chart 23 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Chart 24 - Analyst Insight for Alcoholic Drinks

Kompania Piwowarska Retains Lead as Beer Declines and Rivals Adapt

Chart 25 - Company Shares 2025

Chart 26 - Brand Shares 2025

CHANNELS

Convenience Stores Extend Lead as Discounters Gain Traction on Price

Retail E-Commerce Stalls as Offline Channels Hold Dominance

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

ECONOMIC CONTEXT

Chart 27 - Economic Context for Alcoholic Drinks

Chart 28 - Real GDP Growth 2020-2030

Chart 29 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 30 - Consumer Context for Alcoholic Drinks

Chart 31 - Population 2020-2030

Chart 32 - Population by Generation 2025

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/beer-in-poland/report.