

Report Brochure



# THE POLISH WINE MARKET LANDSCAPE REPORT

October 2015

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 (All Vinitrac® questions with cross-tabulations by gender, age and region (west vs.east)

63 page  
 PowerPoint  
 report



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‘Poland’s economic performance since the fall of the Iron Curtain in 1989 has been higher than the rest of its Eastern European neighbours, and it has reported a 4% economic growth per year over the last decade. Perhaps even more tellingly, it is the only EU member state not to have suffered a recession during the economic crisis.’

‘The Polish wine market also shows promise. Currently just 49% of adults have drunk wine at least twice a year, a figure which represents 15.5 million regular wine drinkers. Moreover, only 30% of adults drink wine at least once a month.’ The wine market is still in its infancy, with a per capita consumption of just 3 litres among all adults.

As an emerging market, consumers are conservative and need reassurance when buying wine. Many consumers at the moment find that reassurance by sticking to what they know and like, which in many cases constitutes the well-loved brand Carlo Rossi. Nevertheless, there is an emergence of a new generation of wine drinkers which are more adventurous in its wine choice.’



- The data for this survey was collected in Poland in May 2015
- Data was gathered via Wine Intelligence's Vinitrac<sup>®</sup> online survey:
  - 1,008 Polish wine drinkers (May 2015)
  - Respondents were screened to ensure that they drink red, white or rosé wine at least once every 6 months and buy wine in the off-trade and/or the on-trade
  - Invalid respondents (those who sped through the survey or gave inconsistent answers to selected questions) were removed before analysis
  - The data is representative of Polish wine drinkers in terms of age and gender

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