

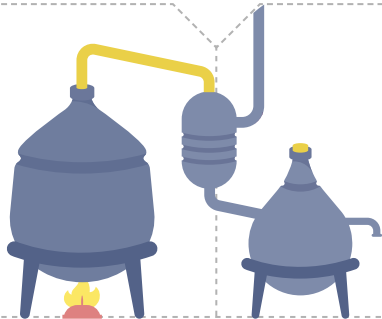
# Spirits industry in Poland

## Spirits industry is an important part of the Polish economy

due to its share in the trade exchange as well as due to its contribution to the state budget incomes. It has a large influence on other sectors of economy not only directly but also indirectly by creating many workplaces or being a recipient of a large part of raw materials from agriculture.

## Polish Spirits Industry

**129**  
spirits  
companies  
on the market



In Poland, distilleries process annually about

**50**  
thousand  
tons



and  
over

**1**  
million  
tons



The spirits industry generates jobs in agriculture, packaging and material companies, transport, trade, services and HoReCa sectors

## A total of 100.000 jobs

More than 5.000 people are directly employed in the industry

Annually,  
we export around

**21.7 million**  
liters

of spirits (100% alcohol) worth over  
175 million euro. Including vodka  
- 134 million euro

**PLN 19**  
bn

value of the  
spirits retail  
market

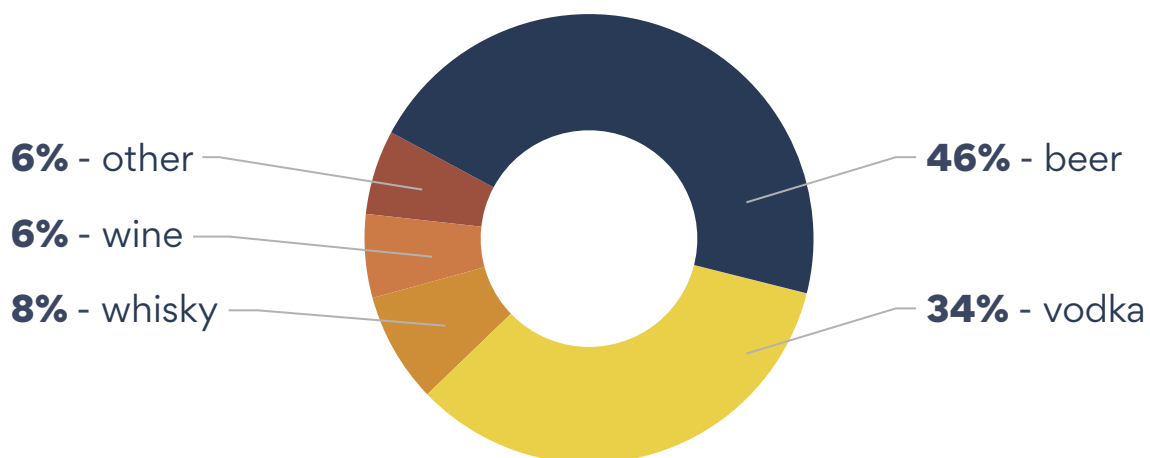
**PLN 13**  
bn

the sum of all taxes  
paid by the spirits  
industry to the state  
budget every year



## Alcoholic beverages market in Poland

Value of the alcoholic beverages market **PLN 39.2 billion**

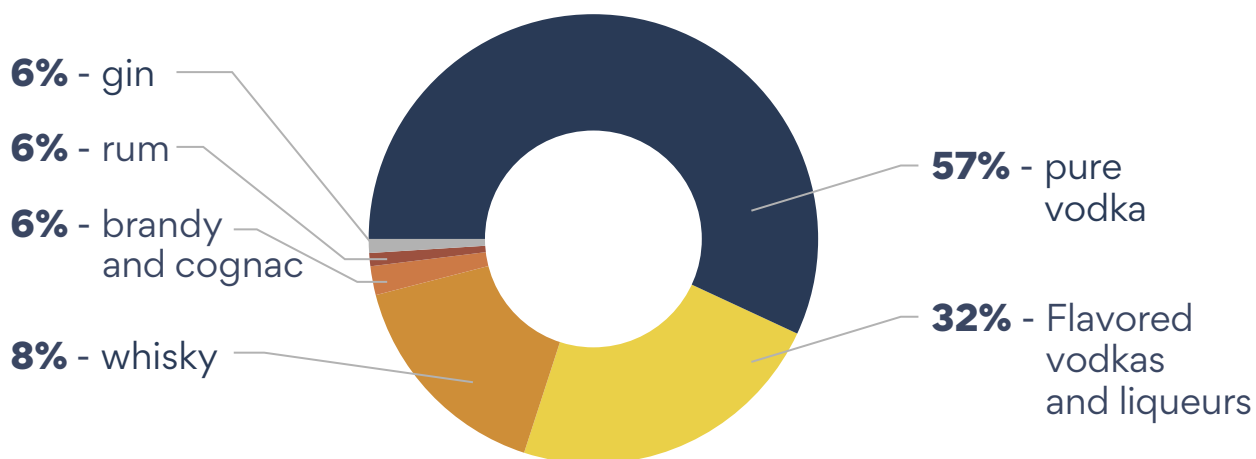


In 2020. Poles bought less alcoholic beverages by volume but spent more money on them

 **Decrease in the volume of sales of alcoholic beverages by 1%**

 **Increase in the value of sales of alcoholic beverages by 7%**

Value of retail market of spirit beverages **PLN 19 billion**



Spirits and taxes

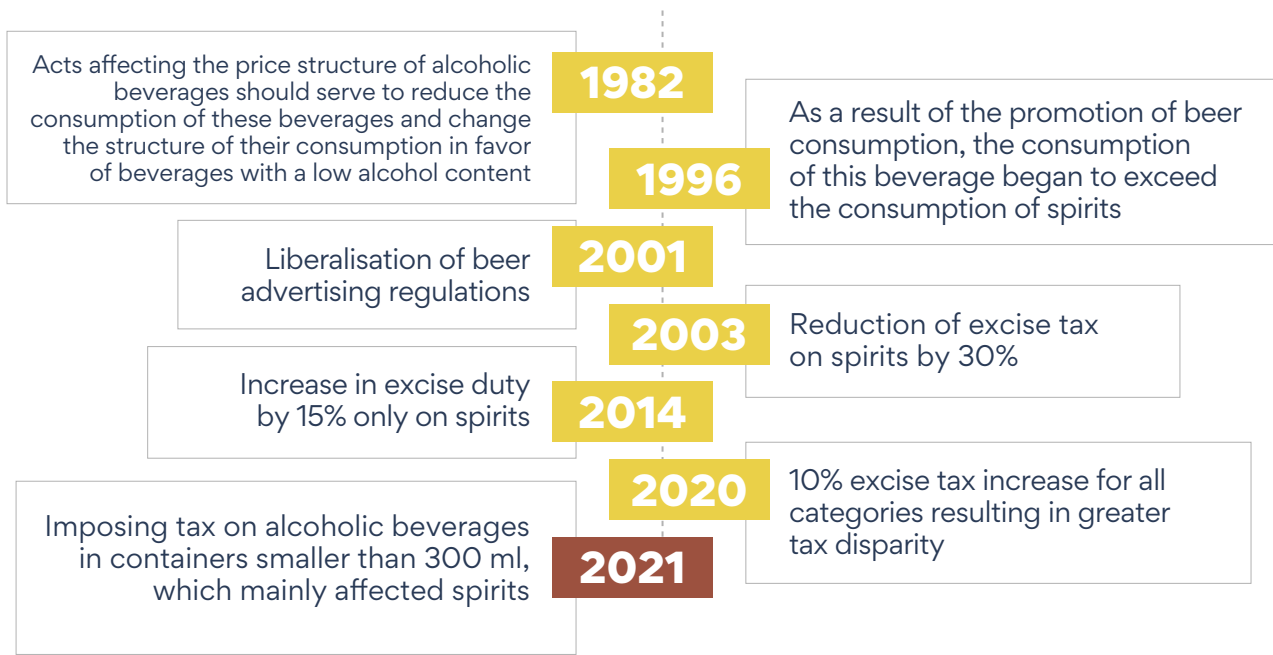
 **Vodka sales in 2020 at the same level as in 2019. (+ 0.2%)**

 **Increase in vodka sales value by 8.2% in 2020**

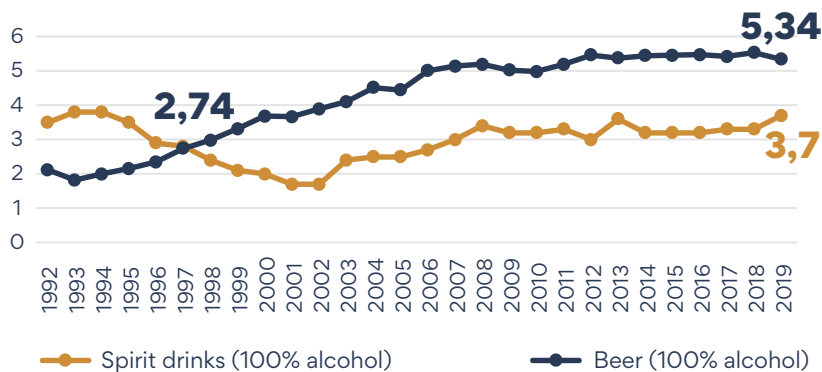
 **Increase in whisky sales volume by 15.3%**

 **Increase in whisky sales value by 19.6%**

# Changes in the law that shaped the excise tax system for alcoholic beverages



## A 10% excise tax increase in 2020 increased the price of spirits by 6.27% and beer by 1.80%



State tax policy has led to a change in the structure of alcoholic beverage consumption. Tax and marketing preferences for beer resulted in a sharp increase in the consumption of this beverage.

During the year, a statistical consumer drinks.



**PLN  
13  
billion**

The sum of all taxes, which the spirit industry pays to the state budget, amounts to around 13 billion zlotys annually,

**PLN  
8  
billion**

out of which over 8 billion zlotys on account of the excise duty alone.

Spirits are responsible for **69%** of the alcohol excise duty, whereas beer - for **28%**. In terms of consumption, the proportions are reverse. Poles consume 54.6% of alcohol in beer and 37.8% in spirits.

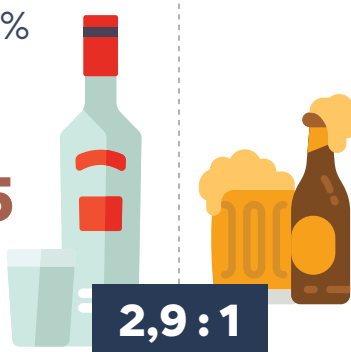
### Consumption of alcoholic beverages vs. revenues from excise tax



In case of 0.5 liter bottle of 40% vodka, which costs PLN 20,

**excise tax PLN 12.55**

PLN 6,275 per hectoliter of 100% alcohol



In case of 0.5 liter of beer (5.5%), which costs PLN 3,

**excise tax PLN 0.54**

PLN 2,143 per hectoliter of 100% alcohol

**10 g** of pure alcohol is included in



**250 ml**  
of 5% beer

=



**100 ml**  
of 12% wine

=



**30 ml**  
of 40% vodka

Simple equation – the same kind of alcohol – the same kind of approach  
Always responsible. [pjudpowiedzialnie.pl](http://pjudpowiedzialnie.pl)



POLSKI  
PRZEMYSŁ  
SPIRYTUSOWY

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Data sources: Nielsen, Institute of Agricultural and Food Economics, PARPA, CSO, Ministry of Finance