



Poland Brand Board					
	RCS	RCS	MoDi	MoDi	
WAP Segment	Market	BAT	Market	BAT	
Average Price per Consumable Unit (Pod/MoDi)	PL 17.12	PL 17.17	PL 26.01	PL 27.15	
Average Price per Pack	PL 17.12	PL 17.17	PL 26.01	PL 27.15	

	Average Price per mL	NA	NA	NA	NA
RCS + MoDi					
Market Overall	Market	Market	BAT		
Market Segment	Market	Market	BAT		
Interior 120+	6.62%	NA			
Indoor 100-119	62.66%	8.42%			
Indoor 80-99	21.79%	6.23%			
Below Index 80	8.35%	0.76%			
Product Segment	Market	Market	BAT		
FRUIT	99.58%	15.43%			
NOVEL	0.3%	NA			
MINTMINTHOM	0.05%	NA			
SPACCO	0.05%	NA			
INDIA	66.52%	12.09%			

MoDi	Value Share	WAP	
Market Overall	Market	BAT	Market
Market Overall	100.00%	13.01%	BAT
Price Segment	Market	BAT	Market
Indeks 120+	1.49%	PL	NA
Indeks 100-119	79.29%	9.95%	PL
Indeks 80-99	7.12%	1.70%	PL
Below Index 80	12.10%	3.06%	PL
Nutritive Segment	Market	BAT	Market
HIGH	99.28%	13.01%	BAT
ZERO NIC	0.6%	PL	NA
NA	0.08%	PL	NA
Flavour Group	Market	BAT	Market
FRUIT	22.41%	2.77%	PL
NOVEL	9.40%	0.95%	PL
MINT/MENTHOL	0.79%	PL	NA
TOBACCO	0.08%	PL	NA
	67.32%	10.20%	PL

Sources

Data Source and Coverage	Nielsen
Data Version	February 2025 Actuals
Shares refer to Value Share of selected segments. Prices include discounts and promos based on data reported. Only SKUs meeting specific threshold in terms of Shares are displayed due to limitation of space. For full data, refer to Data Table.	

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