



Concentrates in Poland

December 2025

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Concentrates in Poland - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Concentrates struggling to attract new consumers

INDUSTRY PERFORMANCE

Stagnation as liquid concentrates fails to offset decline in powder products

Expanded product offer supports performance of liquid concentrates

WHAT'S NEXT?

Continued stagnation

Consumers looking for healthy, clean label products

Need to prioritise convenience, sustainability and health

COMPETITIVE LANDSCAPE

Leading player taps into trend for natural products

SodaStream provides convenience and customisation

CHANNELS

Convenience stores leads in both liquid and powder formats

Discounters attracting price-conscious consumers

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Soft drinks consumption continues to evolve

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Changes in legislation continue to affect market development

Health, price increases and legislation

WHAT'S NEXT?

Demand for convenience and new entrants to contribute to growth

More mature categories to look to health and wellness

Ongoing impact of legislative developments

COMPETITIVE LANDSCAPE

Zywiec Zdroj Sp zoo leads

Forever Young Kombucha growing fast, while private label attracts price-sensitive consumers

CHANNELS

Convenience stores taps into demand for convenience and on-the-go consumption

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