



HW Hot Drinks in Poland

January 2026

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Functional, natural, and plant-based claims influence hot drinks in 2024

INDUSTRY PERFORMANCE

Functional, natural, and premium hot drinks lead health trends in Poland
The natural claim drives consumer trust and health appeal in Poland's hot drinks
The vegetarian claims reinforces transparency and plant-based positioning in hot drinks in Poland

WHAT'S NEXT

Functional benefits and sustainability are set to shape the future of hot drinks
The natural claim is set to drive sales as consumers look to minimise artificial ingredients
Rising interest in vegetarian and flexitarian diets is set to support the vegetarian claim

CATEGORY DATA

- Table 1 - Sales of Hot Drinks by Health and Wellness Type: Value 2020-2024
- Table 2 - Sales of Hot Drinks by Health and Wellness Type: % Value Growth 2020-2024
- Table 3 - Company Shares of Organic Hot Drinks (Biggest HW Type in Global Hot Drinks): % Value 2020-2024
- Table 4 - Company Shares of Natural Hot Drinks (2nd Biggest HW Type in Global Hot Drinks): % Value 2020-2024
- Table 5 - Company Shares of Gluten Free Hot Drinks (3rd Biggest HW Type in Global Hot Drinks): % Value 2020-2024
- Table 6 - Company Shares of Good Source of Vitamins Hot Drinks (4th Biggest HW Type in Global Hot Drinks): % Value 2020-2024
- Table 7 - Company Shares of No Allergens Hot Drinks (5th Biggest HW Type in Global Hot Drinks): % Value 2020-2024
- Table 8 - Forecast Sales of Hot Drinks by Health and Wellness Type: Value 2024-2029
- Table 9 - Forecast Sales of Hot Drinks by Health and Wellness Type: % Value Growth 2024-2029

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Health and Wellness in Poland - Industry Overview

EXECUTIVE SUMMARY

Consumers seeking natural health and wellness claims

INDUSTRY PERFORMANCE

Natural, minimally processed, and high protein products drive mainstream health-focused choices
Digestive health, sugar reduction, and functional benefits influence innovation

WHAT'S NEXT

Natural ingredients and functional innovation are set to support innovation within food and drink in Poland

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