



HW Hot Drinks in Poland

August 2024

Table of Contents

KEY DATA FINDINGS

2023 DEVELOPMENTS

Natural claim leads sales as consumers look for beneficial hot drinks
Products offering functional ingredients and immune support see rising sales
Growth for no caffeine options as manufactures focus on improving taste

PROSPECTS AND OPPORTUNITIES

Natural records significant sales as consumers avoid artificial ingredients
Concern about obesity, diabetes and long term health conditions drives sales of no sugar
The superfruit claim gains ground as consumers look to boost vitamin and mineral intake

CATEGORY DATA

Table 1 - Sales of Hot Drinks by Health and Wellness Type: Value 2019-2023
Table 2 - Sales of Hot Drinks by Health and Wellness Type: % Value Growth 2019-2023
Table 3 - Shares of Organic Hot Drinks (Biggest HW Type in Global Hot Drinks): % Value 2019-2023
Table 4 - Shares of Natural Hot Drinks (2nd Biggest HW Type in Global Hot Drinks): % Value 2019-2023
Table 5 - Shares of Gluten Free Hot Drinks (3rd Biggest HW Type in Global Hot Drinks): % Value 2019-2023
Table 6 - Shares of Good Source of Vitamins Hot Drinks (4th Biggest HW Type in Global Hot Drinks): % Value 2019-2023
Table 7 - Shares of No Allergens Hot Drinks (5th Biggest HW Type in Global Hot Drinks): % Value 2019-2023
Table 8 - Sales of Hot Drinks by Health and Wellness Type: Value 2023-2028
Table 9 - Sales of Hot Drinks by Health and Wellness Type: % Value Growth 2023-2028

Health and Wellness in Poland - Industry Overview

EXECUTIVE SUMMARY

Health and wellness in focus
Consumer weight trends
Consumer diet trends
Health-related deaths
Blood pressure and cholesterol levels
Diabetes prevalence

DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/hw-hot-drinks-in-poland/report.