

# HW Soft Drinks in Poland

November 2023

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### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Government acts to discourage high sugar consumption

Natural leads sales of health and wellness soft drinks, as consumers aim to maintain their health through diet

Low fat claim in health and wellness soft drinks benefits from media coverage that raises concern about health problems linked to fat consumption

#### PROSPECTS AND OPPORTUNITIES

Further withdrawal of high sugar soft drinks as scope of regulation set to expand

Natural likely to show promise in health and wellness soft drinks during the forecast period as consumers seek out less processed soft drinks

Concerns about health, the environment, and animal welfare set to boost lactose free during the forecast period

#### CATEGORY DATA

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## Health and Wellness in Poland - Industry Overview

### EXECUTIVE SUMMARY

Overview

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