



Hot Drinks in Poland

January 2026

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EXECUTIVE SUMMARY

Wellness, premiumisation, and convenience drive hot drinks dynamics

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INDUSTRY PERFORMANCE

Hot drinks witness robust growth amid rising costs

Wellness is key driver of premium spending

Premiumisation shifts towards focused approach

WHAT'S NEXT?

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Brands which communicate authentic and sustainable values will gain a competitive edge

Discounters will remain default shopping channel while e-commerce will continue to spend

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2025 DEVELOPMENTS

Health, wellness and premiumisation define other hot drinks

INDUSTRY PERFORMANCE

Chocolate-based powder drinks dominate sales

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WHAT'S NEXT?

Premiumisation will boost value growth

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