



Euromonitor
International

Tea in Poland

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Tea in Poland - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Health and premiumisation are key areas of focus

INDUSTRY PERFORMANCE

Maturity limits scope for higher consumption

Green tea benefits from its health-oriented positioning

WHAT'S NEXT?

Shift away from traditional black tea towards green and fruit/herbal tea

Matcha looks set to gain traction as coffee alternative

Health and wellness will drive consumption trends

COMPETITIVE LANDSCAPE

Lipton Teas & Infusions maintains leadership through sustainability-focused innovation

Sun Generation leads growth with TET brand expansion

CHANNELS

Discounters lead tea distribution

Health and beauty specialists is fastest-growing channel

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Hot Drinks in Poland - Industry Overview

EXECUTIVE SUMMARY

Wellness, premiumisation, and convenience drive hot drinks dynamics

KEY DATA FINDINGS

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?

Premiumisation will underpin future value growth

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

COMPETITIVE LANDSCAPE

JDE Peet's strengthens leadership with premium and innovative offerings
Dallmayr shows strong momentum

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Discounters maintain leading role
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