



Coffee in Poland

January 2026

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Coffee in Poland - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Premiumisation, sustainability, and convenience shape coffee consumption

INDUSTRY PERFORMANCE

Global supply constraints push up coffee prices

Fresh coffee beans see fastest growth as consumer seek to replicated café-style experience

WHAT'S NEXT?

Premiumisation to drive growth

Digitalisation will have positive impact on sales

Growing preference for sustainable, clean-label products

COMPETITIVE LANDSCAPE

JDE Peet's strengthens leadership with premium and innovative offerings

Lidl shows dynamic performance

CHANNELS

Discounters continue to dominate coffee distribution

E-commerce is fastest-growing channel for coffee

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Hot Drinks in Poland - Industry Overview

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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

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Dallmayr shows strong momentum

CHANNELS

Discounters maintain leading role

E-commerce is fastest-growing channel

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