



# Concentrates in Poland

December 2025

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## Concentrates in Poland - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Concentrates struggling to attract new consumers

#### INDUSTRY PERFORMANCE

Stagnation as liquid concentrates fails to offset decline in powder products

Expanded product offer supports performance of liquid concentrates

#### WHAT'S NEXT?

Continued stagnation

Consumers looking for healthy, clean label products

Need to prioritise convenience, sustainability and health

#### COMPETITIVE LANDSCAPE

Leading player taps into trend for natural products

SodaStream provides convenience and customisation

#### CHANNELS

Convenience stores leads in both liquid and powder formats

Discounters attracting price-conscious consumers

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Soft drinks consumption continues to evolve

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Changes in legislation continue to affect market development

Health, price increases and legislation

## WHAT'S NEXT?

Demand for convenience and new entrants to contribute to growth

More mature categories to look to health and wellness

Ongoing impact of legislative developments

## COMPETITIVE LANDSCAPE

Zywiec Zdroj Sp zoo leads

Forever Young Kombucha growing fast, while private label attracts price-sensitive consumers

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Convenience stores taps into demand for convenience and on-the-go consumption

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