



Euromonitor
International

RTD Tea in Poland

December 2025

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RTD Tea in Poland - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

New products and packaging supporting growth

INDUSTRY PERFORMANCE

Expanding range of flavours and formats

Regular still RTD tea benefits from affordability

WHAT'S NEXT?

Further growth to be supported by health and wellness trend

Further diversification of the product offer

Rising health consciousness to influence new product development

COMPETITIVE LANDSCAPE

Pepsi-Cola leads through Lipton

Forever Young Kombucha seeing dynamic growth

CHANNELS

Convenience stores leads distribution

Discounters seeing growth

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Soft Drinks in Poland - Industry Overview

EXECUTIVE SUMMARY

Soft drinks consumption continues to evolve

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INDUSTRY PERFORMANCE

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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