



# 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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