



# RTD Coffee in Poland

December 2025

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## RTD Coffee in Poland - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Young urban consumers looking for convenience, energy, health and novelty

#### INDUSTRY PERFORMANCE

Growing demand amongst young urban consumers

Numerous factors contributing to growth

#### WHAT'S NEXT?

Convenience, health and premiumisation to drive growth

Growing competition from specialist coffee shops as disposable incomes rise

Evolving consumer preferences to drive innovation

#### COMPETITIVE LANDSCAPE

Starbucks extends lead

Starbucks benefits from diverse offer

#### CHANNELS

Discounters leads

Expanding store networks drive ongoing share growth

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[Soft Drinks in Poland - Industry Overview](#)

### EXECUTIVE SUMMARY

Soft drinks consumption continues to evolve

### KEY DATA FINDINGS

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

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/rtd-coffee-in-poland/report](http://www.euromonitor.com/rtd-coffee-in-poland/report).