



# Other Hot Drinks in Poland

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## Other Hot Drinks in Poland - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Health, wellness and premiumisation define other hot drinks

#### INDUSTRY PERFORMANCE

Chocolate-based powder drinks dominate sales

Other plant-based hot drinks gain momentum amid health and wellness trends

#### WHAT'S NEXT?

Premiumisation will boost value growth

Health-focused offerings will attract consumers' attention

Sustainability concerns will boost demand for ethnically-sourced products

#### COMPETITIVE LANDSCAPE

Leading players focus on health positioning

Wedel and Mokate drive growth

#### CHANNELS

Discounters lead distribution of other hot drinks

Food/drink/tobacco specialists expand from low base

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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

JDE Peet's strengthens leadership with premium and innovative offerings

Dallmayr shows strong momentum

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