



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

EXECUTIVE SUMMARY

Wellness, premiumisation, and convenience drive hot drinks dynamics

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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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E-commerce is fastest-growing channel

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