



Euromonitor
International

Bottled Water in Poland

December 2025

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2025 DEVELOPMENTS

Health and wellness trend boosts sales of bottled water

INDUSTRY PERFORMANCE

Bottled water appealing to health-conscious consumers

Functional bottled water leading growth

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Further health-driven growth

Focus on sustainable packaging

Ongoing expansion of functional bottled water, but competition from sports drinks growing

COMPETITIVE LANDSCAPE

Leading player constantly refreshes portfolio

Hoop Polska tapping into growing demand for functional bottled water

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Soft Drinks in Poland - Industry Overview

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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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