



Sports Drinks in Poland

December 2025

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Sports Drinks in Poland - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Increasing consumer commitment to regular exercise boosts demand

INDUSTRY PERFORMANCE

Increase in active lifestyles boosting demand for sports drinks

Growing interest in reduced sugar sports drinks

WHAT'S NEXT?

Positive outlook

Convenience shaping format development

Increasing competition from concentrates

COMPETITIVE LANDSCAPE

Oshee remains dominant

Dr Witt sees strong growth

CHANNELS

Convenience stores caters to demand for on-the-go consumption

Convenience stores players expand range of sports drinks on offer

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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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