



Euromonitor  
International

# 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

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Changes in legislation continue to affect market development

Health, price increases and legislation

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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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