



Energy Drinks in Poland

December 2025

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Energy Drinks in Poland - Category analysis

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2025 DEVELOPMENTS

Ongoing growth while manufacturers continue to adapt to new law

INDUSTRY PERFORMANCE

Continued adjustment to new law

Expanding offer of reduced sugar energy drinks

WHAT'S NEXT?

Further growth expected

Legal change leading to rise of "pseudo-energy" market

Health and wellness trend to shape consumer demand

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Coca-Cola gaining ground

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CHANNELS

Energy drinks suited to distribution via convenience stores

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Soft drinks consumption continues to evolve

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INDUSTRY PERFORMANCE

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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