



# HW Hot Drinks in Poland

January 2026

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## KEY DATA FINDINGS

### 2024 DEVELOPMENTS

Functional, natural, and plant-based claims influence hot drinks in 2024

### INDUSTRY PERFORMANCE

Functional, natural, and premium hot drinks lead health trends in Poland

The natural claim drives consumer trust and health appeal in Poland's hot drinks

The vegetarian claims reinforces transparency and plant-based positioning in hot drinks in Poland

### WHAT'S NEXT

Functional benefits and sustainability are set to shape the future of hot drinks

The natural claim is set to drive sales as consumers look to minimise artificial ingredients

Rising interest in vegetarian and flexitarian diets is set to support the vegetarian claim

### CATEGORY DATA

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Health and Wellness in Poland - Industry Overview

### EXECUTIVE SUMMARY

Consumers seeking natural health and wellness claims

### INDUSTRY PERFORMANCE

Natural, minimally processed, and high protein products drive mainstream health-focused choices

Digestive health, sugar reduction, and functional benefits influence innovation

### WHAT'S NEXT

Natural ingredients and functional innovation are set to support innovation within food and drink in Poland

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