



Euromonitor  
International

# HW Hot Drinks in Poland

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### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Natural claim leads sales as consumers look for beneficial hot drinks  
Products offering functional ingredients and immune support see rising sales  
Growth for no caffeine options as manufactures focus on improving taste

#### PROSPECTS AND OPPORTUNITIES

Natural records significant sales as consumers avoid artificial ingredients  
Concern about obesity, diabetes and long term health conditions drives sales of no sugar  
The superfruit claim gains ground as consumers look to boost vitamin and mineral intake

#### CATEGORY DATA

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## Health and Wellness in Poland - Industry Overview

### EXECUTIVE SUMMARY

Health and wellness in focus  
Consumer weight trends  
Consumer diet trends  
Health-related deaths  
Blood pressure and cholesterol levels  
Diabetes prevalence

### DISCLAIMER

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