



HW Soft Drinks in Poland

January 2026

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Soft drinks continues to move towards sugar reduction and natural innovation

INDUSTRY PERFORMANCE

Sugar reformulation and regulatory shifts impact soft drinks in Poland in 2024

The natural claim performs well within bottled water and 100% juice as consumers prioritise health and transparency

Good source of vitamins meets the growing demand for hydration with added health benefits

WHAT'S NEXT

Health and wellness claims are set to strengthen as functional and low sugar claims drive growth

Natural ingredients are set to shape innovation as sugar tax and consumer demand drive reformulation

Sales of good source of vitamins are set to maintain strong growth as health benefits continue to drive consumer choice

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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