



# 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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Table 9 - Forecast Sales of Soft Drinks by Health and Wellness Type: % Value Growth 2024-2029

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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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