



Euromonitor
International

Hot Drinks in Poland

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EXECUTIVE SUMMARY

Wellness, premiumisation, and convenience drive hot drinks dynamics

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INDUSTRY PERFORMANCE

Hot drinks witness robust growth amid rising costs

Wellness is key driver of premium spending

Premiumisation shifts towards focused approach

WHAT'S NEXT?

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Brands which communicate authentic and sustainable values will gain a competitive edge

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2025 DEVELOPMENTS

Health, wellness and premiumisation define other hot drinks

INDUSTRY PERFORMANCE

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WHAT'S NEXT?

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