



**Euromonitor
International**

Juice in Poland

December 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Juice struggling due to price rises and sugar content

INDUSTRY PERFORMANCE

Rising prices drive down volumes

Juice drinks benefits from low price

WHAT'S NEXT?

Growing competition from alternatives that are perceived to be healthier

Limited innovation expected

New EU regulation coming into effect in 2026

COMPETITIVE LANDSCAPE

Local player leads

Zywnosc Ekologiczna Bio Food benefits from health and wellness trend

CHANNELS

Discounters expansion driven by rise in outlet numbers

Discounters attracting price-sensitive consumers

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[Soft Drinks in Poland - Industry Overview](#)

EXECUTIVE SUMMARY

Soft drinks consumption continues to evolve

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Changes in legislation continue to affect market development

Health, price increases and legislation

WHAT'S NEXT?

Demand for convenience and new entrants to contribute to growth

More mature categories to look to health and wellness

Ongoing impact of legislative developments

COMPETITIVE LANDSCAPE

Zywiec Zdroj Sp zoo leads

Forever Young Kombucha growing fast, while private label attracts price-sensitive consumers

CHANNELS

Convenience stores taps into demand for convenience and on-the-go consumption

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