



Innovation: Food and Beverage in Poland

September 2025

Table of Contents

INTRODUCTION

Snapshot of NPD activity across food and beverage categories in Poland

INNOVATION IN PACKAGED FOOD

Innovation centres around balancing indulgence and mindful snacking

Innovation in packaged food categories records mixed performance year-on-year

Key attributes: Low fat and low sugar intake lead health claims

Danone launches Actimel+ Triple Action range with gradual roll-out across Europe

INNOVATION IN PET CARE

Pet humanisation trend boosts innovation in the polarised pet food market

NPD faces setback amid economic instability

Key attributes: Leading attributes driven by functional added benefits in pet food

Vet Expert's premium quality products launched at online retailers

INNOVATION IN ALCOHOLIC DRINKS

No/low alcohol trend fuels NPD in RTDs and beer

Newly launched products in beer gain category share in Polish market

Key attributes: Sustainability shaping alcoholic beverage innovation

Flavour innovation drives new launches in alcoholic drinks

INNOVATION IN SOFT DRINKS

Health and functionality redefine soft drinks innovation

New ban on energy drinks sales challenges NPD activity, despite overall growth in share

Key attributes: Reduced sugar intake is a major focus of newly launched products

Functional and fortified beverages expand their presence in the Polish market

INNOVATION IN HOT DRINKS

Wellness-focused tea blends and premium coffee drive new launches

Economic uncertainty negatively impacts coffee NPDs

Key attributes: Health claims focus on functionality, added benefits and reduced sugar

Mokate introduces protein-enriched cappuccino

APPENDIX

Monitoring Innovation for business growth

Passport Innovation: Methodology

Passport Innovation: What's covered?

Passport Innovation retailer coverage

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with

country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/innovation-food-and-beverage-in-poland/report.