

## **Soft Drinks in Poland**

Market Direction | 2023-01-16 | 86 pages | Euromonitor

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### **Report description:**

Poland registered an increase in retail volume sales in soft drinks in 2022, after a decline in 2021. The decline in 2021 was due to the introduction of a sugar tax of most soft drinks with less than 20% juice content or over 5g of sugar per 100ml. The tax led to steep price rises and as a result volume sales fell in 2021. However, while volume sales increased again in 2022, there was only a slight increase in retail constant value sales, as the war in neighbouring Ukraine led to spiralling gene...

Euromonitor International's Soft Drinks in Poland report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2018-2022), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they legislative, distribution, packaging or pricing issues. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Asian Speciality Drinks, Bottled Water, Carbonates, Concentrates, Energy Drinks, Juice, RTD Coffee, RTD Tea, Sports Drinks.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Soft Drinks market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

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