

Hot Drinks in Poland

Market Direction | 2023-01-24 | 36 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €1750.00
- Multiple User License (1 Site) €3500.00
- Multiple User License (Global) €5250.00

Report description:

In 2022, global inflation and rising energy prices caused consumers to review their budgets and adapt their spending. The cost of coffee started to climb in 2021, reaching its height in 2022. This resulted from a bad harvest, which lowered supply while demand grew. As a result, retail unit prices for coffee in Poland witnessed a strong increase, leading consumers to adapt their buying habits. The prices for tea and other hot drinks also rose.

Euromonitor International's Hot 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 or pricing issues. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Coffee, Other Hot Drinks, Tea.

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

Why buy this report?

- * Get a detailed picture of the Hot 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table of Contents:

Hot Drinks in Poland
Euromonitor International
January 2023

List Of Contents And Tables

HOT DRINKS IN POLAND

EXECUTIVE SUMMARY

Hot drinks in 2022: The big picture

Key trends

Competitive landscape

Retailing developments

Foodservice vs retail split

What next for hot drinks?

MARKET DATA

Table 1 Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2017-2022

Table 2 Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2017-2022

Table 3 Retail Sales of Hot Drinks by Category: Volume 2017-2022

Table 4 Retail Sales of Hot Drinks by Category: Value 2017-2022

Table 5 Retail Sales of Hot Drinks by Category: % Volume Growth 2017-2022

Table 6 Retail Sales of Hot Drinks by Category: % Value Growth 2017-2022

Table 7 Foodservice Sales of Hot Drinks by Category: Volume 2017-2022

Table 8 Foodservice Sales of Hot Drinks by Category: % Volume Growth 2017-2022

Table 9 Total Sales of Hot Drinks by Category: Total Volume 2017-2022

Table 10 Total Sales of Hot Drinks by Category: % Total Volume Growth 2017-2022

Table 11 NBO Company Shares of Hot Drinks: % Retail Value 2018-2022

Table 12 LBN Brand Shares of Hot Drinks: % Retail Value 2019-2022

Table 13 Penetration of Private Label in Hot Drinks by Category: % Retail Value 2017-2022

Table 14 Retail Distribution of Hot Drinks by Format: % Volume 2017-2022

Table 15 Retail Distribution of Hot Drinks by Format and Category: % Volume 2022

Table 16 Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2022-2027

Table 17 Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2022-2027

Table 18 Forecast Retail Sales of Hot Drinks by Category: Volume 2022-2027

Table 19 Forecast Retail Sales of Hot Drinks by Category: Value 2022-2027

Table 20 Forecast Retail Sales of Hot Drinks by Category: % Volume Growth 2022-2027

Table 21 Forecast Retail Sales of Hot Drinks by Category: % Value Growth 2022-2027

Table 22 Forecast Foodservice Sales of Hot Drinks by Category: Volume 2022-2027

Table 23 Forecast Foodservice Sales of Hot Drinks by Category: % Volume Growth 2022-2027

Table 24 Forecast Total Sales of Hot Drinks by Category: Total Volume 2022-2027

Table 25 Forecast Total Sales of Hot Drinks by Category: % Total Volume Growth 2022-2027

DISCLAIMER

SOURCES

Summary 1 Research Sources

COFFEE IN POLAND

KEY DATA FINDINGS

2022 DEVELOPMENTS

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Global coffee prices rise, causing consumers to trade down during 2022

The landscape stagnates as on-trade sales balance the off-trade volume decline

Fresh coffee beans continue to post positive retail volume sales

PROSPECTS AND OPPORTUNITIES

Unit prices are set to stabilise, and there are opportunities for growth

Indulgence, convenience and eco-friendliness will shape the landscape

Increasingly sophisticated tastes will shape new product development

CATEGORY DATA

Table 26 Retail Sales of Coffee by Category: Volume 2017-2022

Table 27 Retail Sales of Coffee by Category: Value 2017-2022

Table 28 Retail Sales of Coffee by Category: % Volume Growth 2017-2022

Table 29 Retail Sales of Coffee by Category: % Value Growth 2017-2022

Table 30 Retail Sales of Fresh Ground Coffee Pods by Hard vs Soft: % Volume 2017-2022

Table 31 NBO Company Shares of Coffee: % Retail Value 2018-2022

Table 32 LBN Brand Shares of Coffee: % Retail Value 2019-2022

Table 33 Forecast Retail Sales of Coffee by Category: Volume 2022-2027

Table 34 Forecast Retail Sales of Coffee by Category: Value 2022-2027

Table 35 □Forecast Retail Sales of Coffee by Category: % Volume Growth 2022-2027

Table 36 □Forecast Retail Sales of Coffee by Category: % Value Growth 2022-2027

TEA IN POLAND

KEY DATA FINDINGS

2022 DEVELOPMENTS

Black tea leads volume share; however, functional options increase in popularity

New variants on shelves boost consumers interest and retail volume sales

Tea continues to benefit from the growing health and wellness trend

PROSPECTS AND OPPORTUNITIES

Rising prices and inflation lead to higher sales through discounters

Novel flavours, functional properties and sustainability will drive volume sales

Polish brands grow in strength, with consumers welcoming novelties

CATEGORY DATA

Table 37 Retail Sales of Tea by Category: Volume 2017-2022

Table 38 Retail Sales of Tea by Category: Value 2017-2022

Table 39 Retail Sales of Tea by Category: % Volume Growth 2017-2022

Table 40 Retail Sales of Tea by Category: % Value Growth 2017-2022

Table 41 NBO Company Shares of Tea: % Retail Value 2018-2022

Table 42 LBN Brand Shares of Tea: % Retail Value 2019-2022

Table 43 Forecast Retail Sales of Tea by Category: Volume 2022-2027

Table 44 Forecast Retail Sales of Tea by Category: Value 2022-2027

Table 45 Forecast Retail Sales of Tea by Category: % Volume Growth 2022-2027

Table 46 □Forecast Retail Sales of Tea by Category: % Value Growth 2022-2027

OTHER HOT DRINKS IN POLAND

KEY DATA FINDINGS

2022 DEVELOPMENTS

Other hot drinks records steady growth driven by flavoured powder drinks

Chocolate-based flavoured powder drinks benefit from appealing to all ages

The health and wellness trend boosts demand for other plant-based drinks

PROSPECTS AND OPPORTUNITIES

Health-conscious consumers and home-based machines boost growth
Cacao drinks increasingly appeal to adults, expanding the consumer base
Healthy and natural ingredients shape the product landscape

CATEGORY DATA

Table 47 Retail Sales of Other Hot Drinks by Category: Volume 2017-2022
Table 48 Retail Sales of Other Hot Drinks by Category: Value 2017-2022
Table 49 Retail Sales of Other Hot Drinks by Category: % Volume Growth 2017-2022
Table 50 Retail Sales of Other Hot Drinks by Category: % Value Growth 2017-2022
Table 51 NBO Company Shares of Other Hot Drinks: % Retail Value 2018-2022
Table 52 LBN Brand Shares of Other Hot Drinks: % Retail Value 2019-2022
Table 53 Forecast Retail Sales of Other Hot Drinks by Category: Volume 2022-2027
Table 54 Forecast Retail Sales of Other Hot Drinks by Category: Value 2022-2027
Table 55 Forecast Retail Sales of Other Hot Drinks by Category: % Volume Growth 2022-2027
Table 56 Forecast Retail Sales of Other Hot Drinks by Category: % Value Growth 2022-2027

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com
www.scotts-international.com

Hot Drinks in Poland

Market Direction | 2023-01-24 | 36 pages | Euromonitor

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€1750.00
	Multiple User License (1 Site)	€3500.00
	Multiple User License (Global)	€5250.00
	VAT	
	Total	

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	Phone*	
First Name*	Last Name*	
Job title*		
Company Name*	EU Vat / Tax ID / NIP number*	
Address*	City*	
Zip Code*	Country*	
	Date	2026-02-08
	Signature	

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com