

HW Hot Drinks in Poland

Market Direction | 2023-11-07 | 11 pages | Euromonitor

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Report description:

Hot drinks preferences amongst Poles have been influenced by new flavours, and the expanding addition of novel, healthy herbs, roots and plants. Increasing numbers of consumers are tending to support more ethical businesses, which has fuelled their interest in such products, while consumers are also becoming highly environmental aware. New products are often purchased by Poles due to their desire to taste a variety of novel and exotic flavours. Health and wellness hot drinks which saw volume gro...

Euromonitor International's HW Hot Drinks in Poland report tracks the developments of health-associated product types and the healthy-option positioning of competing brands across different food sectors. It provides the latest retail sales data 2018-2022, allowing you to compare health and wellness categories with each other or in the context of the total market for a sector. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, legislative context or lifestyle influences. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: HW Coffee, HW Hot Drinks by Type, HW Other Hot Drinks, HW 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 HW 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.

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HW HOT DRINKS IN POLAND

KEY DATA FINDINGS

2022 DEVELOPMENTS

Products offering functional ingredients and immune support see rising sales

Coffee helps natural to hold the leading sales within health and wellness hot drinks, although natural tea also has significant sales

Superfruit claim boosted by a consumer desire to look good and maintain health within hot drinks

PROSPECTS AND OPPORTUNITIES

Innovations in terms of no caffeine coffee and coffee with additives

Healthier lifestyles and demand for less processing will lead natural to see significant absolute growth in health and wellness hot drinks

Concern about diseases of the circulatory system set to boost interest in cardiovascular health hot drinks

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HEALTH AND WELLNESS IN POLAND

EXECUTIVE SUMMARY

Overview

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