

## **HW Soft Drinks in Poland**

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

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### **Report description:**

As the number of obese and overweight people in Poland has been increasing, NGOs and the Ministry of Health promote increasing physical activity and reducing calorie consumption, especially underlining reducing the consumption of sugary drinks. The Polish ruling party listened to these pleas, and in 2021 launched a sugar tax on sugar-containing soft drinks, with the level of tax based on the amount of sugar per 100ml of beverage. With the introduction of the sugar tax, retail prices increased by...

Euromonitor International's HW Soft 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 Asian Speciality Drinks, HW Bottled Water, HW Carbonates, HW Concentrates, HW Energy Drinks, HW Juice, HW RTD Coffee, HW RTD Tea, HW Soft Drinks by Type, HW 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 HW 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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reliable information resources to help drive informed strategic planning.

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Euromonitor International  
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#### **2022 DEVELOPMENTS**

Government acts to discourage high sugar consumption

Natural leads sales of health and wellness soft drinks, as consumers aim to maintain their health through diet

Low fat claim in health and wellness soft drinks benefits from media coverage that raises concern about health problems linked to fat consumption

#### **PROSPECTS AND OPPORTUNITIES**

Further withdrawal of high sugar soft drinks as scope of regulation set to expand

Natural likely to show promise in health and wellness soft drinks during the forecast period as consumers seek out less processed soft drinks

Concerns about health, the environment, and animal welfare set to boost lactose free during the forecast period

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Overview

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