

HW Hot Drinks in Poland

Market Direction | 2024-08-06 | 14 pages | Euromonitor

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Report description:

Health and wellness is a growing trend within hot drinks in Poland, with consumers aligning their food and drink choices with healthier lifestyles. Consumers are increasingly looking for low-fat, sugar and salt options while reducing elements they perceive to be harmful. This includes artificial ingredients and sweeteners, accelerating sales of the natural claim. Furthermore, ongoing media discussion surrounding the health risks of ultra-processed food has further driven sales of natural goods.

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 2019-2023, 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 2028 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

2023 DEVELOPMENTS

Natural claim leads sales as consumers look for beneficial hot drinks

Products offering functional ingredients and immune support see rising sales

Growth for no caffeine options as manufacturers focus on improving taste

PROSPECTS AND OPPORTUNITIES

Natural records significant sales as consumers avoid artificial ingredients

Concern about obesity, diabetes and long term health conditions drives sales of no sugar

The superfruit claim gains ground as consumers look to boost vitamin and mineral intake

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HEALTH AND WELLNESS IN POLAND

EXECUTIVE SUMMARY

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Consumer diet trends

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Blood pressure and cholesterol levels

Diabetes prevalence

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