

## **Concentrates in Poland**

Market Direction | 2024-11-25 | 30 pages | Euromonitor

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### **Report description:**

Volume demand for liquid and powder concentrates in Poland remained relatively stable in 2024. Poles have a long-standing tradition of using syrups and concentrates to enhance the flavour of their beverages or mixing them with water to consume as dietary supplements. Many of these liquid concentrates are enriched with vitamins and other functional ingredients, further driving their appeal as a refreshing and health-boosting option. Poland offers various brands and flavours, with local companies...

Euromonitor International's Concentrates 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 (2019-2023), 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 2028 illustrate how the market is set to change.

Product coverage: Liquid Concentrates, Powder Concentrates.

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

Why buy this report?

- \* Get a detailed picture of the Concentrates 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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Concentrates benefit from being a refreshing, health-boosting option

Liquid concentrates offer organic, fortified options to drive sales

YA!&SODA enters the landscape, competing against SodaStream

#### PROSPECTS AND OPPORTUNITIES

Players launch products with reduced sugar and no artificial ingredients

Discounters increase share as consumers look for affordable goods

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