



**Euromonitor  
International**

# Hot Drinks in Poland

November 2024

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DISCLAIMER

SOURCES

- Summary 1 - Research Sources

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- Fresh coffee beans respond to the demand for premium at-home coffee experiences
- Unit price rises as inflation and increasing production costs dampen value sales
- Speciality coffee gains ground as consumers coffee knowledge grows

PROSPECTS AND OPPORTUNITIES

- Sustainability will be key to new product development across the next five years
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## Tea in Poland

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Herbal products become top performances as consumers seek functional goods

The rising popularity of tea shops foster interest in tea products

Health conscious consumers support sales of tea in 2024

### PROSPECTS AND OPPORTUNITIES

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Convenience and luxury drives sales of chocolate-based flavoured powder drinks

Private label plant-based drinks offer affordable, health-focused options

No and low sugar options launch, responding to consumers' health concerns

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Brands offer functional other hot drinks to bolster health credentials

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