

Coffee in Poland

November 2024

Table of Contents

Coffee in Poland - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

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 The increase in at-home coffee machines boosts sales of coffee beans E-commerce gains ground as consumers appreciate the wide variety

CATEGORY DATA

Table 1 - Retail Sales of Coffee by Category: Volume 2019-2024Table 2 - Retail Sales of Coffee by Category: Value 2019-2024Table 3 - Retail Sales of Coffee by Category: % Volume Growth 2019-2024Table 4 - Retail Sales of Coffee by Category: % Value Growth 2019-2024Table 5 - Retail Sales of Fresh Ground Coffee Pods by Hard vs Soft: % Volume 2019-2024Table 6 - NBO Company Shares of Coffee: % Retail Value 2020-2024Table 7 - LBN Brand Shares of Coffee: % Retail Value 2021-2024Table 8 - Forecast Retail Sales of Coffee by Category: Volume 2024-2029Table 9 - Forecast Retail Sales of Coffee by Category: Value 2024-2029Table 10 - Forecast Retail Sales of Coffee by Category: % Volume Growth 2024-2029Table 11 - Forecast Retail Sales of Coffee by Category: % Value Growth 2024-2029

Hot Drinks in Poland - Industry Overview

EXECUTIVE SUMMARY

Hot drinks in 2024: The big picture 2024 key trends Competitive landscape Retailing developments Foodservice vs retail split What next for hot drinks?

MARKET DATA

Table 12 - Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2019-2024Table 13 - Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2019-2024Table 14 - Retail Sales of Hot Drinks by Category: Volume 2019-2024Table 15 - Retail Sales of Hot Drinks by Category: Value 2019-2024Table 16 - Retail Sales of Hot Drinks by Category: % Volume Growth 2019-2024Table 17 - Retail Sales of Hot Drinks by Category: % Volume Growth 2019-2024Table 18 - Foodservice Sales of Hot Drinks by Category: % Volume 2019-2024Table 19 - Foodservice Sales of Hot Drinks by Category: % Volume Growth 2019-2024Table 20 - Total Sales of Hot Drinks by Category: % Volume Growth 2019-2024Table 21 - Total Sales of Hot Drinks by Category: % Total Volume Growth 2019-2024Table 22 - NBO Company Shares of Hot Drinks: % Retail Value 2020-2024Table 23 - LBN Brand Shares of Hot Drinks: % Retail Value 2021-2024Table 24 - Penetration of Private Label in Hot Drinks by Category: % Volume 2019-2024Table 25 - Retail Distribution of Hot Drinks by Format: % Volume 2019-2024

Table 27 - Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2024-2029

- Table 28 Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2024-2029
- Table 29 Forecast Retail Sales of Hot Drinks by Category: Volume 2024-2029
- Table 30 Forecast Retail Sales of Hot Drinks by Category: Value 2024-2029
- Table 31 Forecast Retail Sales of Hot Drinks by Category: % Volume Growth 2024-2029
- Table 32 Forecast Retail Sales of Hot Drinks by Category: % Value Growth 2024-2029
- Table 33 Forecast Foodservice Sales of Hot Drinks by Category: Volume 2024-2029
- Table 34 Forecast Foodservice Sales of Hot Drinks by Category: % Volume Growth 2024-2029
- Table 35 Forecast Total Sales of Hot Drinks by Category: Total Volume 2024-2029
- Table 36 Forecast Total Sales of Hot Drinks by Category: % Total Volume Growth 2024-2029

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SOURCES

Summary 1 - Research Sources

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