



**Euromonitor
International**

Concentrates in Poland

November 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

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
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