



Euromonitor
International

Soft Drinks in Poland

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Bottled Water in Poland

KEY DATA FINDINGS

2024 DEVELOPMENTS

Functional water drives growth, offering consumers additional health benefits

Smaller pack sizes offer convenience and cost-savings to consumers

E-commerce grows as consumers appreciate ease and convenience

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Reduced sugar options gain ground, aligned with rising health trends

Rising demand for premium options that offer sophisticated tastes

Competitors engage celebrities and launch promotional campaigns to gain ground

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YA!&SODA enters the landscape, competing against SodaStream

PROSPECTS AND OPPORTUNITIES

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KEY DATA FINDINGS

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