



# HW Soft Drinks in Poland

August 2024

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### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

The natural claim drives the strongest growth as consumers avoid artificial ingredients

Functional claims and low fat products drive growth and shape innovations

The high sugar tax and ongoing health concerns lead to product reforms in soft drinks

#### PROSPECTS AND OPPORTUNITIES

Negative discussion of ultra-processed goods drives sales of the natural claim

Functional benefits will form part of the purchasing decision across the forecast period

Opportunities for plant-based and lactose free launches as vegan diets rise

#### CATEGORY DATA

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### Health and Wellness in Poland - Industry Overview

#### EXECUTIVE SUMMARY

Health and wellness in focus

Consumer weight trends

Consumer diet trends

Health-related deaths

Blood pressure and cholesterol levels

Diabetes prevalence

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