



# Coffee in Poland

January 2026

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## KEY DATA FINDINGS

### 2025 DEVELOPMENTS

Premiumisation, sustainability, and convenience shape coffee consumption

### INDUSTRY PERFORMANCE

Global supply constraints push up coffee prices

Fresh coffee beans see fastest growth as consumer seek to replicated café-style experience

### WHAT'S NEXT?

Premiumisation to drive growth

Digitalisation will have positive impact on sales

Growing preference for sustainable, clean-label products

### COMPETITIVE LANDSCAPE

JDE Peet's strengthens leadership with premium and innovative offerings

Lidl shows dynamic performance

### CHANNELS

Discounters continue to dominate coffee distribution

E-commerce is fastest-growing channel for coffee

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## Hot Drinks in Poland - Industry Overview

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Wellness, premiumisation, and convenience drive hot drinks dynamics

### KEY DATA FINDINGS

### INDUSTRY PERFORMANCE

Hot drinks witness robust growth amid rising costs

Wellness is key driver of premium spending

Premiumisation shifts towards focused approach

### WHAT'S NEXT?

Premiumisation will underpin future value growth

Brands which communicate authentic and sustainable values will gain a competitive edge

Discounters will remain default shopping channel while e-commerce will continue to spend

## COMPETITIVE LANDSCAPE

JDE Peet's strengthens leadership with premium and innovative offerings

Dallmayr shows strong momentum

## CHANNELS

Discounters maintain leading role

E-commerce is fastest-growing channel

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