



**Euromonitor
International**

RTD Coffee in Poland

December 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Young urban consumers looking for convenience, energy, health and novelty

INDUSTRY PERFORMANCE

Growing demand amongst young urban consumers

Numerous factors contributing to growth

WHAT'S NEXT?

Convenience, health and premiumisation to drive growth

Growing competition from specialist coffee shops as disposable incomes rise

Evolving consumer preferences to drive innovation

COMPETITIVE LANDSCAPE

Starbucks extends lead

Starbucks benefits from diverse offer

CHANNELS

Discounters leads

Expanding store networks drive ongoing share growth

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[Soft Drinks in Poland - Industry Overview](#)

EXECUTIVE SUMMARY

Soft drinks consumption continues to evolve

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INDUSTRY PERFORMANCE

Changes in legislation continue to affect market development

Health, price increases and legislation

WHAT'S NEXT?

Demand for convenience and new entrants to contribute to growth

More mature categories to look to health and wellness

Ongoing impact of legislative developments

COMPETITIVE LANDSCAPE

Zywiec Zdroj Sp zoo leads

Forever Young Kombucha growing fast, while private label attracts price-sensitive consumers

CHANNELS

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Discounters and e-commerce expanding

Foodservice vs retail split

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