



Euromonitor
International

Energy Drinks in Poland

December 2025

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Energy Drinks in Poland - Category analysis

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2025 DEVELOPMENTS

Ongoing growth while manufacturers continue to adapt to new law

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Expanding offer of reduced sugar energy drinks

WHAT'S NEXT?

Further growth expected

Legal change leading to rise of “pseudo-energy” market

Health and wellness trend to shape consumer demand

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Changes in legislation continue to affect market development

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Demand for convenience and new entrants to contribute to growth

More mature categories to look to health and wellness

Ongoing impact of legislative developments

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Zywiec Zdroj Sp zoo leads

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

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