



# Health and Wellness in Poland

November 2023

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## DISCLAIMER

## HW Hot Drinks in Poland

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Products offering functional ingredients and immune support see rising sales

Coffee helps natural to hold the leading sales within health and wellness hot drinks, although natural tea also has significant sales

Superfruit claim boosted by a consumer desire to look good and maintain health within hot drinks

#### PROSPECTS AND OPPORTUNITIES

Innovations in terms of no caffeine coffee and coffee with additives

Healthier lifestyles and demand for less processing will lead natural to see significant absolute growth in health and wellness hot drinks

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Natural leads sales of health and wellness soft drinks, as consumers aim to maintain their health through diet

Low fat claim in health and wellness soft drinks benefits from media coverage that raises concern about health problems linked to fat consumption

#### PROSPECTS AND OPPORTUNITIES

Further withdrawal of high sugar soft drinks as scope of regulation set to expand

Natural likely to show promise in health and wellness soft drinks during the forecast period as consumers seek out less processed soft drinks

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Consumers' desire to boost their metabolism sees rise in sales of superfruit snacks

#### PROSPECTS AND OPPORTUNITIES

Body consciousness and health awareness will support growth for health and wellness snacks

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Consumers look for energy boosting claims due to busy lives and challenges recovering from COVID-19

#### PROSPECTS AND OPPORTUNITIES

Popularity of lactose-free and vegan products to stimulate sales

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Good source of antioxidants records growth as consumers look for functional products, while low fat also sees rising value sales in 2022

#### PROSPECTS AND OPPORTUNITIES

Innovations in the vegetarian and vegan space set to stimulate sales

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Increased health concerns, boosted by the pandemic, leads high fibre to see the highest sales in health and wellness staple foods

As vegetarian and vegan diets become more popular, plant-based records the most dynamic performance within health and wellness staple foods

#### PROSPECTS AND OPPORTUNITIES

Need for innovation, especially in light of recent legislation, but also a need to remain price-competitive

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