

HW Hot Drinks in Poland

November 2023

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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

Concern about diseases of the circulatory system set to boost interest in cardiovascular health hot drinks

CATEGORY DATA

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Health and Wellness in Poland - Industry Overview

EXECUTIVE SUMMARY

Overview

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