

Naturally Healthy Beverages in Poland

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Abstracts

COVID-19 has pushed consumers to focus more on how healthy the beverages are that they drink, with many people switching from sugary carbonates to healthier soft drinks. This favoured NH carbonated natural mineral bottled water and NH carbonated spring bottled water, with these products offering the pleasant mouth feel of carbonated beverages but without the added sugar. Sales of NH superfruit juice will also see dynamic growth in 2021, albeit from a low base, with consumers looking for ways to...

Euromonitor International's Naturally Healthy Beverages in Poland report tracks the developments of health-associated product types and the healthy-option positioning of competing brands across different food sectors. It provides the latest retail sales data 2017-2021, allowing you to compare health and wellness categories with each other or in the context of the total market for a sector. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, legislative context or lifestyle influences. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: NH Hot Drinks, NH Soft Drinks.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Naturally Healthy Beverages market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and

leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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