

## **Snacks in Poland**

Market Direction | 2022-09-14 | 76 pages | Euromonitor

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### **Report description:**

In 2022, sales of snacks will continue to be heavily influenced by the ongoing economic turmoil and inflation in Poland. Consumers are thus facing rising costs of living and manufacturers are being forced to increase the prices of their products to ensure they make a profit. However, many companies have tried to maintain prices seen in the review period to continue attracting consumers. Another strategy is offering products in smaller packaging, such as chocolate tablets being reduced from 100g...

Euromonitor International's Snacks in Poland report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2017-2021, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in <|Year|> directly informs our forecasts to 2026, clearly indicating how the market is expected to change.

Product coverage: Confectionery, Ice Cream, Savoury Snacks, Sweet Biscuits, Snack Bars and Fruit Snacks.

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

Why buy this report?

- \* Get a detailed picture of the Snacks 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.

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Manufacturers and retailers focus on the launch of low or no sugar ice cream

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Continued growth expected with plenty of room for volume expansion

Strong marketing campaigns to remain vital in securing strong sales

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