

Snacks in Poland

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

AVAILABLE LICENSES:

- Single User Licence €1750.00
- Multiple User License (1 Site) €3500.00
- Multiple User License (Global) €5250.00

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.

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.

Table of Contents:

Snacks in Poland
Euromonitor International
September 2022

List Of Contents And Tables

SNACKS IN POLAND

EXECUTIVE SUMMARY

Snacks in 2022: The big picture

Key trends in 2022

Competitive landscape

Channel developments

What next for snacks?

CHART 1 Snacks Value Sales Growth Scenarios: 2020-2027

CHART 2 Snacks Impact of Drivers on Value Sales: 2020-2027

MARKET DATA

Table 1 Sales of Snacks by Category: Volume 2017-2022

Table 2 Sales of Snacks by Category: Value 2017-2022

Table 3 Sales of Snacks by Category: % Volume Growth 2017-2022

Table 4 Sales of Snacks by Category: % Value Growth 2017-2022

Table 5 NBO Company Shares of Snacks: % Value 2018-2022

Table 6 LBN Brand Shares of Snacks: % Value 2019-2022

Table 7 Penetration of Private Label by Category: % Value 2017-2022

Table 8 Distribution of Snacks by Format: % Value 2017-2022

Table 9 Forecast Sales of Snacks by Category: Volume 2022-2027

Table 10 Forecast Sales of Snacks by Category: Value 2022-2027

Table 11 Forecast Sales of Snacks by Category: % Volume Growth 2022-2027

Table 12 Forecast Sales of Snacks by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 1 Research Sources

CHOCOLATE CONFECTIONERY IN POLAND

KEY DATA FINDINGS

2022 DEVELOPMENTS

Retail volume growth decelerates as rising prices and rising cost of living limits the consumer budget for chocolate confectionery

Manufacturers emphasis product benefits in marketing and on the label to attract more health-conscious consumers

Innovation remains important in seasonal chocolate as consumers seek something special for gifting purposes

PROSPECTS AND OPPORTUNITIES

Manufacturers to invest in further innovation and marketing to combat the negative impact of inflation on demand

Established multinational companies to retain power over the category

Poland to remain a leading global exporter of chocolate confectionery

CATEGORY DATA

Table 13 Sales of Chocolate Confectionery by Category: Volume 2017-2022

Table 14 Sales of Chocolate Confectionery by Category: Value 2017-2022

Table 15 Sales of Chocolate Confectionery by Category: % Volume Growth 2017-2022

Table 16 Sales of Chocolate Confectionery by Category: % Value Growth 2017-2022

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 17 Sales of Chocolate Tablets by Type: % Value 2017-2022

Table 18 NBO Company Shares of Chocolate Confectionery: % Value 2018-2022

Table 19 LBN Brand Shares of Chocolate Confectionery: % Value 2019-2022

Table 20 Distribution of Chocolate Confectionery by Format: % Value 2017-2022

Table 21 Forecast Sales of Chocolate Confectionery by Category: Volume 2022-2027

Table 22 □Forecast Sales of Chocolate Confectionery by Category: Value 2022-2027

Table 23 □Forecast Sales of Chocolate Confectionery by Category: % Volume Growth 2022-2027

Table 24 □Forecast Sales of Chocolate Confectionery by Category: % Value Growth 2022-2027

GUM IN POLAND

KEY DATA FINDINGS

2022 DEVELOPMENTS

Demand decline continues due to reduced disposable income

Unit price inflation reverses the negative value growth trend for bubble gum

Extra/Orbit sponsors e-sports to maintain high brand exposure and boost sales

PROSPECTS AND OPPORTUNITIES

Low volume growth expected despite resumption of pre-pandemic lives

Decline in smoking prevalence reduces need for breath-freshening gum

Wrigley to retain category leadership with few new innovations expected

CATEGORY DATA

Table 25 Sales of Gum by Category: Volume 2017-2022

Table 26 Sales of Gum by Category: Value 2017-2022

Table 27 Sales of Gum by Category: % Volume Growth 2017-2022

Table 28 Sales of Gum by Category: % Value Growth 2017-2022

Table 29 Sales of Gum by Flavour: Rankings 2017-2022

Table 30 NBO Company Shares of Gum: % Value 2018-2022

Table 31 LBN Brand Shares of Gum: % Value 2019-2022

Table 32 Distribution of Gum by Format: % Value 2017-2022

Table 33 Forecast Sales of Gum by Category: Volume 2022-2027

Table 34 □Forecast Sales of Gum by Category: Value 2022-2027

Table 35 □Forecast Sales of Gum by Category: % Volume Growth 2022-2027

Table 36 □Forecast Sales of Gum by Category: % Value Growth 2022-2027

SUGAR CONFECTIONERY IN POLAND

KEY DATA FINDINGS

2022 DEVELOPMENTS

Flavour expansions remain vital to sales, especially as health concerns limit demand

Growth of e-commerce and convenience stores continues to the detriment of small local grocers

Ecological packaging becomes more important to consumers

PROSPECTS AND OPPORTUNITIES

Expected sugar tax and health-awareness hindering sales' growth

Demand for more environmental-friendly activities from companies

Impulse nature of purchases threatened by e-commerce

CATEGORY DATA

Table 37 Sales of Sugar Confectionery by Category: Volume 2017-2022

Table 38 Sales of Sugar Confectionery by Category: Value 2017-2022

Table 39 Sales of Sugar Confectionery by Category: % Volume Growth 2017-2022

Table 40 Sales of Sugar Confectionery by Category: % Value Growth 2017-2022

Table 41 Sales of Pastilles, Gummies, Jellies and Chews by Type: % Value 2017-2022

Table 42 NBO Company Shares of Sugar Confectionery: % Value 2018-2022

Table 43 LBN Brand Shares of Sugar Confectionery: % Value 2019-2022

Table 44 Distribution of Sugar Confectionery by Format: % Value 2017-2022

Table 45 Forecast Sales of Sugar Confectionery by Category: Volume 2022-2027

Table 46 □Forecast Sales of Sugar Confectionery by Category: Value 2022-2027

Table 47 □Forecast Sales of Sugar Confectionery by Category: % Volume Growth 2022-2027

Table 48 □Forecast Sales of Sugar Confectionery by Category: % Value Growth 2022-2027

SWEET BISCUITS, SNACK BARS AND FRUIT SNACKS IN POLAND

KEY DATA FINDINGS

2022 DEVELOPMENTS

Health and on-the-go trends are pulling sales in a positive direction

Foodservice return and import issues are hindering growth

Private label to see rising share thanks to cheap prices and improving quality

PROSPECTS AND OPPORTUNITIES

Continuous price increases expected as inflation and production costs grow

Both familiarity and innovations set to stimulate sales in the coming years

Competitive landscape to remain fragmented due to variety of products in category

CATEGORY DATA

Table 49 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2017-2022

Table 50 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2017-2022

Table 51 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2017-2022

Table 52 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2017-2022

Table 53 NBO Company Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2018-2022

Table 54 LBN Brand Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2019-2022

Table 55 NBO Company Shares of Sweet Biscuits: % Value 2018-2022

Table 56 LBN Brand Shares of Sweet Biscuits: % Value 2019-2022

Table 57 NBO Company Shares of Snack Bars: % Value 2018-2022

Table 58 □LBN Brand Shares of Snack Bars: % Value 2019-2022

Table 59 □NBO Company Shares of Fruit Snacks: % Value 2018-2022

Table 60 □LBN Brand Shares of Fruit Snacks: % Value 2019-2022

Table 61 □Distribution of Sweet Biscuits, Snack Bars and Fruit Snacks by Format: % Value 2017-2022

Table 62 □Distribution of Sweet Biscuits by Format: % Value 2017-2022

Table 63 □Distribution of Snack Bars by Format: % Value 2017-2022

Table 64 □Distribution of Fruit Snacks by Format: % Value 2017-2022

Table 65 □Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2022-2027

Table 66 □Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2022-2027

Table 67 □Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2022-2027

Table 68 □Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2022-2027

ICE CREAM IN POLAND

KEY DATA FINDINGS

2022 DEVELOPMENTS

Rebound of ice cream via foodservice thanks to re-opening of horeca businesses

Strong digital brand campaign proves successful for 2021 launch of Ekipa

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

PROSPECTS AND OPPORTUNITIES

Continued growth expected with plenty of room for volume expansion

Strong marketing campaigns to remain vital in securing strong sales

Novelties in packaging and format to emerge as consumers start to showcase their purchases on social media

CATEGORY DATA

Table 69 Sales of Ice Cream by Category: Volume 2017-2022

Table 70 Sales of Ice Cream by Category: Value 2017-2022

Table 71 Sales of Ice Cream by Category: % Volume Growth 2017-2022

Table 72 Sales of Ice Cream by Category: % Value Growth 2017-2022

Table 73 Sales of Ice Cream by Leading Flavours: Rankings 2017-2022

Table 74 Sales of Impulse Ice Cream by Format: % Value 2017-2022

Table 75 NBO Company Shares of Ice Cream: % Value 2018-2022

Table 76 LBN Brand Shares of Ice Cream: % Value 2019-2022

Table 77 NBO Company Shares of Impulse Ice Cream: % Value 2018-2022

Table 78 LBN Brand Shares of Impulse Ice Cream: % Value 2019-2022

Table 79 NBO Company Shares of Take-home Ice Cream: % Value 2018-2022

Table 80 LBN Brand Shares of Take-home Ice Cream: % Value 2019-2022

Table 81 Distribution of Ice Cream by Format: % Value 2017-2022

Table 82 Forecast Sales of Ice Cream by Category: Volume 2022-2027

Table 83 Forecast Sales of Ice Cream by Category: Value 2022-2027

Table 84 Forecast Sales of Ice Cream by Category: % Volume Growth 2022-2027

Table 85 Forecast Sales of Ice Cream by Category: % Value Growth 2022-2027

SAVOURY SNACKS IN POLAND

KEY DATA FINDINGS

2022 DEVELOPMENTS

Health trend continues to influence savoury snacks with a growing number of vegetarian options available

Novel flavours and cooperation between brands become more popular

More corporate responsibility activities expected as consumers increasingly care about the ethics of the companies they support

PROSPECTS AND OPPORTUNITIES

Bright future expected thanks to health perception, increasing portfolios, and support from marketing campaigns

Shift towards largest channels expected as consumers seek affordable prices

Sustainability commitments will become vital to brand popularity

CATEGORY DATA

Table 86 Sales of Savoury Snacks by Category: Volume 2017-2022

Table 87 Sales of Savoury Snacks by Category: Value 2017-2022

Table 88 Sales of Savoury Snacks by Category: % Volume Growth 2017-2022

Table 89 Sales of Savoury Snacks by Category: % Value Growth 2017-2022

Table 90 NBO Company Shares of Savoury Snacks: % Value 2018-2022

Table 91 LBN Brand Shares of Savoury Snacks: % Value 2019-2022

Table 92 Distribution of Savoury Snacks by Format: % Value 2017-2022

Table 93 Forecast Sales of Savoury Snacks by Category: Volume 2022-2027

Table 94 Forecast Sales of Savoury Snacks by Category: Value 2022-2027

Table 95 Forecast Sales of Savoury Snacks by Category: % Volume Growth 2022-2027

Table 96 Forecast Sales of Savoury Snacks by Category: % Value Growth 2022-2027

Snacks in Poland

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

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€1750.00
	Multiple User License (1 Site)	€3500.00
	Multiple User License (Global)	€5250.00
	VAT	
	Total	

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	Phone*	
First Name*	Last Name*	
Job title*		
Company Name*	EU Vat / Tax ID / NIP number*	
Address*	City*	
Zip Code*	Country*	
	Date	2026-02-12
	Signature	

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com