

Sweet Spreads in Poland

Market Direction | 2022-11-09 | 21 pages | Euromonitor

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Report description:

Having recently been reinforced by concerns surrounding the pandemic, the health and wellness trend has continued to gain influence over consumer choices within sweet spreads in 2022. In particular, Poles have shown growing interest in clean label products that are made with natural ingredients and free from artificial colours, flavours and preservatives. Low sugar and reduced sugar varieties have also performed strongly, as obesity rates in Poland are rising rapidly, especially among children.

Euromonitor International's Sweet Spreads 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: Chocolate Spreads, Honey, Jams and Preserves, Nut and Seed Based Spreads.

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

Why buy this report?

- * Get a detailed picture of the Sweet Spreads 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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New launches help to maintain interest in sweet spreads

Packaging labels continue to gain importance as a marketing tool

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Competition from home-made varieties will temper demand for jams and preserves

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