

## **Processed Meat, Seafood and Alternatives To Meat in Poland**

Market Direction | 2022-11-28 | 24 pages | Euromonitor

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### **Report description:**

Almost two-thirds of Poles eat 100% vegetable dishes regularly, at least once a month. In addition, many consumers believe that plant-based nutrition is much easier and simpler to create than it was a few years ago. Many are convinced to eat meatless for health reasons, with a majority of Poles believing that limiting animal products may positively impact health.

Euromonitor International's Processed Meat, Seafood and Alternatives to Meat 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: Meat and Seafood Substitutes, Processed Meat, Processed Seafood, Tofu and Derivatives.

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

Why buy this report?

- \* Get a detailed picture of the Processed Meat, Seafood and Alternatives to Meat 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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## Table of Contents:

Processed Meat, Seafood and Alternatives To Meat in Poland  
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List Of Contents And Tables

### PROCESSED MEAT, SEAFOOD AND ALTERNATIVES TO MEAT IN POLAND

#### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Strong growth in meat and seafood substitutes links to the growing health trend

Players focus on flavour and format innovations to attract consumers

Animex leads sales on the fragmented landscape

#### PROSPECTS AND OPPORTUNITIES

Healthy volume growth as stockpiling boosts sales of shelf stable meat

Direct delivery and e-commerce sales are on the rise

Concern that consumers will not pay more for responsible production

#### CATEGORY DATA

Table 1 Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2017-2022

Table 2 Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2017-2022

Table 3 Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Volume Growth 2017-2022

Table 4 Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Value Growth 2017-2022

Table 5 Sales of Shelf Stable Processed Red Meat by Type: % Volume Breakdown 2017-2022

Table 6 Sales of Chilled Processed Red Meat by Type: % Volume Breakdown 2017-2022

Table 7 Sales of Frozen Processed Red Meat by Type: % Volume Breakdown 2017-2022

Table 8 Sales of Frozen Processed Poultry by Type: % Value Breakdown 2017-2022

Table 9 Sales of Frozen Processed Seafood by Type: % Value Breakdown 2017-2022

Table 10 □NBO Company Shares of Processed Meat, Seafood and Alternatives to Meat: % Value 2018-2022

Table 11 □LBN Brand Shares of Processed Meat, Seafood and Alternatives to Meat: % Value 2019-2022

Table 12 □Distribution of Processed Meat, Seafood and Alternatives to Meat by Format: % Value 2017-2022

Table 13 □Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2022-2027

Table 14 □Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2022-2027

### STAPLE FOODS IN POLAND

#### EXECUTIVE SUMMARY

Staple foods in 2022: The big picture

Key trends in 2022

Competitive Landscape

Channel developments

What next for staple foods?

#### MARKET DATA

Table 15 Sales of Staple Foods by Category: Volume 2017-2022

Table 16 Sales of Staple Foods by Category: Value 2017-2022

Table 17 Sales of Staple Foods by Category: % Volume Growth 2017-2022

Table 18 Sales of Staple Foods by Category: % Value Growth 2017-2022

Table 19 NBO Company Shares of Staple Foods: % Value 2018-2022

Table 20 LBN Brand Shares of Staple Foods: % Value 2019-2022

Table 21 Penetration of Private Label by Category: % Value 2017-2022

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Table 22 Distribution of Staple Foods by Format: % Value 2017-2022

Table 23 Forecast Sales of Staple Foods by Category: Volume 2022-2027

Table 24 □Forecast Sales of Staple Foods by Category: Value 2022-2027

Table 25 □Forecast Sales of Staple Foods by Category: % Volume Growth 2022-2027

Table 26 □Forecast Sales of Staple Foods by Category: % Value Growth 2022-2027

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SOURCES

Summary 1 Research Sources

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