

Meals and Soups in Poland

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

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Report description:

The number of Poles consciously choosing to reduce their consumption of meat and animal products - or forgo them entirely - is on the rise. Many are doing so primarily for health reasons, though concerns about environmental sustainability and animal welfare are also key drivers of the growing adoption of vegan, vegetarian and flexitarian diets. This trend has continued to boost demand for meat-free ready meals in 2022, including varieties made with plant-based meat and fish substitutes. Interest...

Euromonitor International's Meals and Soups 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: Food Kits, Pizza, Prepared Salads, Ready Meals, Soup.

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

Why buy this report?

- * Get a detailed picture of the Meals and Soups 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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Profi runs digital advertising campaign for recently launched JemyJemy brand

Traditional recipes and flavours remain most popular in ready meals and soup

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Children expected to be a key target group as segmentation increases

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