

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

Market Direction | 2023-11-24 | 23 pages | Euromonitor

**AVAILABLE LICENSES:**

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

**Report description:**

The Polish meat market is undergoing a phase of brand rejuvenation and minor innovations to align with evolving consumer preferences for healthier and more convenient options. Duda, a prominent meat brand, has expanded its poultry range, catering to the trend of consumers seeking lighter, less calorific cold cuts. These new offerings, including smoked and cooked poultry ham, are sourced entirely from Polish chicken, ensuring a blend of quality and traditional taste.

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 2018-2022, 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 2027, 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.

## **Table of Contents:**

Processed Meat, Seafood and Alternatives To Meat in Poland

Euromonitor International

November 2023

List Of Contents And Tables

PROCESSED MEAT, SEAFOOD AND ALTERNATIVES TO MEAT IN POLAND

KEY DATA FINDINGS

2023 DEVELOPMENTS

Polish processed meat and seafood sees brand refreshment and minor innovations

Rising demand for vegetarian and vegan alternatives

Grilling season gives sales a boost

PROSPECTS AND OPPORTUNITIES

Processed seafood to see positive growth

Marketing and influencers to have greater impact on processed meat and seafood in Poland

Meat producers will expand portfolios towards plant-based alternatives

CATEGORY DATA

Table 1 Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2018-2023

Table 2 Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2018-2023

Table 3 Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Volume Growth 2018-2023

Table 4 Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Value Growth 2018-2023

Table 5 Sales of Shelf Stable Processed Red Meat by Type: % Volume Breakdown 2018-2023

Table 6 Sales of Chilled Processed Red Meat by Type: % Volume Breakdown 2018-2023

Table 7 Sales of Frozen Processed Red Meat by Type: % Volume Breakdown 2018-2023

Table 8 Sales of Frozen Processed Poultry by Type: % Value Breakdown 2018-2023

Table 9 Sales of Frozen Processed Seafood by Type: % Value Breakdown 2018-2023

Table 10 □NBO Company Shares of Processed Meat, Seafood and Alternatives to Meat: % Value 2019-2023

Table 11 □LBN Brand Shares of Processed Meat, Seafood and Alternatives to Meat: % Value 2020-2023

Table 12 □Distribution of Processed Meat, Seafood and Alternatives to Meat by Format: % Value 2018-2023

Table 13 □Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2023-2028

Table 14 □Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2023-2028

STAPLE FOODS IN POLAND

EXECUTIVE SUMMARY

Staple foods in 2023: The big picture

Key trends in 2023

Competitive landscape

Channel developments

What next for staple foods?

MARKET DATA

Table 15 Sales of Staple Foods by Category: Volume 2018-2023

Table 16 Sales of Staple Foods by Category: Value 2018-2023

Table 17 Sales of Staple Foods by Category: % Volume Growth 2018-2023

Table 18 Sales of Staple Foods by Category: % Value Growth 2018-2023

**Scotts International. EU Vat number: PL 6772247784**

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

www.scotts-international.com

Table 19 NBO Company Shares of Staple Foods: % Value 2019-2023

Table 20 LBN Brand Shares of Staple Foods: % Value 2020-2023

Table 21 Penetration of Private Label by Category: % Value 2018-2023

Table 22 Distribution of Staple Foods by Format: % Value 2018-2023

Table 23 Forecast Sales of Staple Foods by Category: Volume 2023-2028

Table 24 □Forecast Sales of Staple Foods by Category: Value 2023-2028

Table 25 □Forecast Sales of Staple Foods by Category: % Volume Growth 2023-2028

Table 26 □Forecast Sales of Staple Foods by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 Research Sources

**Scotts International. EU Vat number: PL 6772247784**

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

[www.scotts-international.com](http://www.scotts-international.com)

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

Market Direction | 2023-11-24 | 23 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	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		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	2026-02-18
	Signature	

**Scotts International. EU Vat number: PL 6772247784**

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

[www.scotts-international.com](http://www.scotts-international.com)