

Health and Wellness in Poland

Market Direction | 2023-11-07 | 60 pages | Euromonitor

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Report description:

The health and wellness industry continues to grow in importance post-pandemic as consumers become more aware of the negative health impact of processed foods, seeking healthier foods and beverages from a range of claims such as natural, organic, good source of minerals/vitamins, no sugar/no added sugar (particularly in beverages), low fat and high protein/fibre.

Euromonitor International's Health and Wellness in Poland report tracks the developments of health-associated product types and the healthy-option positioning of competing brands across different food sectors. It provides the latest retail sales data 2018-2022, allowing you to compare health and wellness categories with each other or in the context of the total market for a sector. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, legislative context or lifestyle influences. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: HW Cooking Ingredients and Meals, HW Dairy Products and Alternatives, HW Hot Drinks, HW Snacks, HW Soft Drinks, HW Staple Foods.

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

Why buy this report?

- * Get a detailed picture of the Health and Wellness 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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reliable information resources to help drive informed strategic planning.

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HW HOT DRINKS IN POLAND

KEY DATA FINDINGS

2022 DEVELOPMENTS

Products offering functional ingredients and immune support see rising sales

Coffee helps natural to hold the leading sales within health and wellness hot drinks, although natural tea also has significant sales

Superfruit claim boosted by a consumer desire to look good and maintain health within hot drinks

PROSPECTS AND OPPORTUNITIES

Innovations in terms of no caffeine coffee and coffee with additives

Healthier lifestyles and demand for less processing will lead natural to see significant absolute growth in health and wellness hot drinks

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Government acts to discourage high sugar consumption

Natural leads sales of health and wellness soft drinks, as consumers aim to maintain their health through diet

Low fat claim in health and wellness soft drinks benefits from media coverage that raises concern about health problems linked to fat consumption

PROSPECTS AND OPPORTUNITIES

Further withdrawal of high sugar soft drinks as scope of regulation set to expand

Natural likely to show promise in health and wellness soft drinks during the forecast period as consumers seek out less processed soft drinks

Concerns about health, the environment, and animal welfare set to boost lactose free during the forecast period

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Consumers' desire to boost their metabolism sees rise in sales of superfruit snacks

PROSPECTS AND OPPORTUNITIES

Body consciousness and health awareness will support growth for health and wellness snacks

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Consumers look for energy boosting claims due to busy lives and challenges recovering from COVID-19

PROSPECTS AND OPPORTUNITIES

Popularity of lactose-free and vegan products to stimulate sales

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Good source of antioxidants records growth as consumers look for functional products, while low fat also sees rising value sales in 2022

PROSPECTS AND OPPORTUNITIES

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Vegetarian and no sugar products highlight added features to attract consumers

Increased health concerns, boosted by the pandemic, leads high fibre to see the highest sales in health and wellness staple foods

As vegetarian and vegan diets become more popular, plant-based records the most dynamic performance within health and wellness staple foods

PROSPECTS AND OPPORTUNITIES

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Need for innovation, especially in light of recent legislation, but also a need to remain price-competitive
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With consumers looking to improve their digestion and metabolism, probiotic will be one to watch within health and wellness staple foods

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