

## **HW Cooking Ingredients and Meals in Poland**

Market Direction | 2023-11-07 | 13 pages | Euromonitor

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### **Report description:**

In 2022, more Polish consumers looked for vegan products within ready meals, and due to rising consumer demand, players expanded their portfolios. For instance, Iglotex expanded its vegan portfolio Proste Historie in the form of frozen vegan ready meals that could be prepared in a frying pan or in a microwave. These came in variants such as Chili Sin Carne with Vegetables, Tikka Masala with Chickpeas and Ginger, and Spaghetti a'la Bolognese. The dishes were developed in cooperation with The Vege...

Euromonitor International's HW Cooking Ingredients and Meals 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 by Type, HW Edible Oils, HW Meals and Soups, HW Sauces, Dips and Condiments, HW Sweet 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 HW Cooking Ingredients and Meals 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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Euromonitor International  
January 2024

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#### **KEY DATA FINDINGS**

#### **2022 DEVELOPMENTS**

Adding value through vegan and clean label

Concern about overprocessing of food helps natural to lead sales of health and wellness cooking ingredients and meals

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**

Innovations in the vegetarian and vegan space set to stimulate sales

Natural to see the most promising absolute growth in health and wellness cooking ingredients and meals as consumers avoid overprocessed foods

No allergens expected to record value growth as consumers look after themselves and the planet

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