

**HW Dairy Products and Alternatives in Poland**

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

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**Report description:**

Already, 6% of Poles between the ages of 18 and 65 identify as vegan. The reasons for this choice of diet vary, including health, animal welfare, or as a way to lose weight. Despite being relatively new to the concept of veganism, Poles have shown a willingness to try new products labelled as vegan and plant-based in dairy products and alternatives. Retail chains and manufacturers are therefore actively exploring the huge potential of vegan food, while also striving to meet the needs and expecta...

Euromonitor International's HW Dairy Products and Alternatives 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 Baby Food, HW Dairy and Plant-based Dairy, HW Dairy Products and Alternatives by Type.

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 Dairy Products and Alternatives 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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HW DAIRY PRODUCTS AND ALTERNATIVES IN POLAND

KEY DATA FINDINGS

2022 DEVELOPMENTS

Activities to promote vegan dairy products and alternatives

In 2022, the natural claim leads health and wellness dairy products and alternatives, as such products enjoy greater consumer trust

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

Natural also set to see the strongest absolute growth in health and wellness dairy products and alternatives over the forecast period

Concerns about health, animal welfare and the environment mean vegetarian will be a claim to watch

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HEALTH AND WELLNESS IN POLAND

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