

HW Snacks in Poland

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

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Report description:

With rising awareness of healthy food, Polish consumers have been gradually turning towards healthy snacks whenever they can, including on-the-go, for school, work, and picnics. Producers of packaged snacks therefore aim to provide consumers with snacks which are comparatively healthy, while also offering convenience. One example is Veggie Stix by Lorenz, which is a vegetarian snack made of potatoes, produced using high-quality sunflower oil, and also including beetroot, spinach and tomato.

Euromonitor International's HW Snacks 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 Confectionery, HW Ice Cream, HW Savoury Snacks, HW Snacks by Type, HW Sweet Biscuits, Snack Bars and Fruit Snacks.

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 Snacks 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 SNACKS IN POLAND

KEY DATA FINDINGS

2022 DEVELOPMENTS

Consumers turn to locally produced health and wellness snacks offering flavour variety

Gluten free leads health and wellness snacks as consumer awareness of gluten intolerance rises and more references are available

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

Continuing the trend from 2022, gluten free also set to see strong absolute growth in health and wellness snacks over the forecast period

Consumer concerns over cardiovascular health and recent legislation set to lead to growth in cardiovascular health and no fat products

CATEGORY DATA

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HEALTH AND WELLNESS IN POLAND

EXECUTIVE SUMMARY

Overview

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