

## **HW Staple Foods in Poland**

Market Direction | 2023-11-07 | 12 pages | Euromonitor

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### **Report description:**

While vegetarian staple foods continued to gain strength in Poland in 2022, they were already treated as basic products by Polish consumers. For this reason, producers have been attempting to raise consumers' interest with additional features in their products. For example, OneDayMore has created vegetable cutlets inspired by pieces of hot-smoked fish with the addition of spices and herbs, which perfectly imitate pieces of salmon. The cutlets also contain omega-3 fatty acids, and they have been...

Euromonitor International's HW Staple Foods 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 Baked Goods, HW Breakfast Cereals, HW Processed Fruit and Vegetables, HW Processed Meat, Seafood and Alternatives to Meat, HW Rice, Pasta and Noodles, HW Staple Foods 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 Staple Foods 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 Staple Foods in Poland  
Euromonitor International  
January 2024

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#### **KEY DATA FINDINGS**

#### **2022 DEVELOPMENTS**

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**

Need for innovation, especially in light of recent legislation, but also a need to remain price-competitive

Vegan set to see strong absolute growth in health and wellness staple foods as more consumers turn to a diet free from animal products

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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