

Dairy Products and Alternatives in Poland

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Report description:

Dairy products and alternatives is seeing positive volume and value growth in Poland in 2024. While prices remain high, inflationary pressures are easing, which is helping to support stronger sales. That said, consumers remain price-sensitive due to the ongoing high costs of living and are thus inclined to seek products which are affordable while still offering good quality. Indeed, this can be illustrated by the fact that private label Biedronka (Jeronimo Martins Polska SA) holds the overall to...

Euromonitor International's Dairy Products and Alternatives in Poland report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2019-2023, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in <|Year|> directly informs our forecasts to 2028, clearly indicating how the market is expected to change.

Product coverage: Baby Food, Dairy, Plant-based Dairy.

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

Why buy this report?

- * Get a detailed picture of the 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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Table of Contents:

Dairy Products and Alternatives in Poland

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List Of Contents And Tables

DAIRY PRODUCTS AND ALTERNATIVES IN POLAND

EXECUTIVE SUMMARY

Dairy products and alternatives in 2024: The big picture

Key trends in 2024

Competitive landscape

Channel developments

What next for dairy products and alternatives?

MARKET DATA

Table 1 Sales of Dairy Products and Alternatives by Category: Value 2019-2024

Table 2 Sales of Dairy Products and Alternatives by Category: % Value Growth 2019-2024

Table 3 NBO Company Shares of Dairy Products and Alternatives: % Value 2020-2024

Table 4 LBN Brand Shares of Dairy Products and Alternatives: % Value 2021-2024

Table 5 Penetration of Private Label by Category: % Value 2019-2024

Table 6 Distribution of Dairy Products and Alternatives by Format: % Value 2019-2024

Table 7 Forecast Sales of Dairy Products and Alternatives by Category: Value 2024-2029

Table 8 Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2024-2029

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SOURCES

Summary 1 Research Sources

BABY FOOD IN POLAND

KEY DATA FINDINGS

2024 DEVELOPMENTS

Price increases and government incentives support value sales

Declining birthrates create structural challenges

Health and wellness trends lead to the rise of functional products

PROSPECTS AND OPPORTUNITIES

Ongoing structural challenges expected, leading to sluggish volume sales

Increased focus on quality nutrition will enable baby food products to stand out from the crowd

Danone's strategic expansion set to further cement its overall lead

CATEGORY DATA

Table 9 Sales of Baby Food by Category: Volume 2019-2024

Table 10 Sales of Baby Food by Category: Value 2019-2024

Table 11 Sales of Baby Food by Category: % Volume Growth 2019-2024

Table 12 Sales of Baby Food by Category: % Value Growth 2019-2024

Table 13 Sales of Growing-Up Milk Formula by Age: % Value 2019-2024

Table 14 NBO Company Shares of Baby Food: % Value 2020-2024

Table 15 LBN Brand Shares of Baby Food: % Value 2021-2024

Table 16 Distribution of Baby Food by Format: % Value 2019-2024

Table 17 Forecast Sales of Baby Food by Category: Volume 2024-2029

Table 18 □Forecast Sales of Baby Food by Category: Value 2024-2029

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Table 19 □Forecast Sales of Baby Food by Category: % Volume Growth 2024-2029

Table 20 □Forecast Sales of Baby Food by Category: % Value Growth 2024-2029

BUTTER AND SPREADS IN POLAND

KEY DATA FINDINGS

2024 DEVELOPMENTS

Retailers offer smaller format to appeal to budget-conscious consumers and those who only use small quantities of butter

Health and wellness trends drive interest in functional spreads

Changing attitudes towards butter help boost the product's image

PROSPECTS AND OPPORTUNITIES

Private labels continue to grow in butter and spreads

Butter will remain a key subcategory, thanks to local production and butter's improved image

Cooking fats will remain in a decline

CATEGORY DATA

Table 21 Sales of Butter and Spreads by Category: Volume 2019-2024

Table 22 Sales of Butter and Spreads by Category: Value 2019-2024

Table 23 Sales of Butter and Spreads by Category: % Volume Growth 2019-2024

Table 24 Sales of Butter and Spreads by Category: % Value Growth 2019-2024

Table 25 NBO Company Shares of Butter and Spreads: % Value 2020-2024

Table 26 LBN Brand Shares of Butter and Spreads: % Value 2021-2024

Table 27 Distribution of Butter and Spreads by Format: % Value 2019-2024

Table 28 Forecast Sales of Butter and Spreads by Category: Volume 2024-2029

Table 29 Forecast Sales of Butter and Spreads by Category: Value 2024-2029

Table 30 □Forecast Sales of Butter and Spreads by Category: % Volume Growth 2024-2029

Table 31 □Forecast Sales of Butter and Spreads by Category: % Value Growth 2024-2029

CHEESE IN POLAND

KEY DATA FINDINGS

2024 DEVELOPMENTS

Spreadable and soft cheese benefit from convenience for snacking to preparing meals

Price-sensitivity, brand loyalty, and convenience shape consumer choices in hard cheese

Marketing campaigns promote cheese consumption

PROSPECTS AND OPPORTUNITIES

Variety in flavours and formats expected to expand further over the forecast period

Spreadable cheese will continue to be favoured for its low prices and convenience

Larger pack sizes may also add appeal for some consumer needs

CATEGORY DATA

Table 32 Sales of Cheese by Category: Volume 2019-2024

Table 33 Sales of Cheese by Category: Value 2019-2024

Table 34 Sales of Cheese by Category: % Volume Growth 2019-2024

Table 35 Sales of Cheese by Category: % Value Growth 2019-2024

Table 36 Sales of Spreadable Cheese by Type: % Value 2019-2024

Table 37 Sales of Soft Cheese by Type: % Value 2019-2024

Table 38 Sales of Hard Cheese by Type: % Value 2019-2024

Table 39 NBO Company Shares of Cheese: % Value 2020-2024

Table 40 LBN Brand Shares of Cheese: % Value 2021-2024

Table 41 □Distribution of Cheese by Format: % Value 2019-2024

Table 42 □Forecast Sales of Cheese by Category: Volume 2024-2029

Table 43 □Forecast Sales of Cheese by Category: Value 2024-2029

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Table 44 ☐Forecast Sales of Cheese by Category: % Volume Growth 2024-2029

Table 45 ☐Forecast Sales of Cheese by Category: % Value Growth 2024-2029

DRINKING MILK PRODUCTS IN POLAND

KEY DATA FINDINGS

2024 DEVELOPMENTS

Players mitigate the impacts of high costs with strategic campaigns

Flavoured milk drinks benefit from convenience

Full-fat milk benefits from its natural and traditional positioning

PROSPECTS AND OPPORTUNITIES

Functional milk expected to gain traction over the forecast period

Further industry consolidation expected over the forecast period

Volume growth expected to continue thanks to baseline demand

CATEGORY DATA

Table 46 Sales of Drinking Milk Products by Category: Volume 2019-2024

Table 47 Sales of Drinking Milk Products by Category: Value 2019-2024

Table 48 Sales of Drinking Milk Products by Category: % Volume Growth 2019-2024

Table 49 Sales of Drinking Milk Products by Category: % Value Growth 2019-2024

Table 50 NBO Company Shares of Drinking Milk Products: % Value 2020-2024

Table 51 LBN Brand Shares of Drinking Milk Products: % Value 2021-2024

Table 52 Distribution of Drinking Milk Products by Format: % Value 2019-2024

Table 53 Forecast Sales of Drinking Milk Products by Category: Volume 2024-2029

Table 54 Forecast Sales of Drinking Milk Products by Category: Value 2024-2029

Table 55 ☐Forecast Sales of Drinking Milk Products by Category: % Volume Growth 2024-2029

Table 56 ☐Forecast Sales of Drinking Milk Products by Category: % Value Growth 2024-2029

YOGHURT AND SOUR MILK PRODUCTS IN POLAND

KEY DATA FINDINGS

2024 DEVELOPMENTS

Affordability and natural appeal of plain products support sales

Demand for functional products drives trends

Polarisation seen across different styles of offers

PROSPECTS AND OPPORTUNITIES

Ongoing focus on gut health expected

Further innovation in production and packaging expected

High-protein drinkable yogurts will maintain appeal

CATEGORY DATA

Table 57 Sales of Yoghurt and Sour Milk Products by Category: Volume 2019-2024

Table 58 Sales of Yoghurt and Sour Milk Products by Category: Value 2019-2024

Table 59 Sales of Yoghurt and Sour Milk Products by Category: % Volume Growth 2019-2024

Table 60 Sales of Yoghurt and Sour Milk Products by Category: % Value Growth 2019-2024

Table 61 Sales of Flavoured Yoghurt by Flavour: Rankings 2019-2024

Table 62 NBO Company Shares of Yoghurt and Sour Milk Products: % Value 2020-2024

Table 63 LBN Brand Shares of Yoghurt and Sour Milk Products: % Value 2021-2024

Table 64 Distribution of Yoghurt and Sour Milk Products by Format: % Value 2019-2024

Table 65 Forecast Sales of Yoghurt and Sour Milk Products by Category: Volume 2024-2029

Table 66 ☐Forecast Sales of Yoghurt and Sour Milk Products by Category: Value 2024-2029

Table 67 ☐Forecast Sales of Yoghurt and Sour Milk Products by Category: % Volume Growth 2024-2029

Table 68 ☐Forecast Sales of Yoghurt and Sour Milk Products by Category: % Value Growth 2024-2029

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OTHER DAIRY IN POLAND

KEY DATA FINDINGS

2024 DEVELOPMENTS

Chilled snacks on the rise thanks to convenience offered to consumers

Flavoured fromage frais attracts attention

Cream products become more accessible

PROSPECTS AND OPPORTUNITIES

Plain cottage cheese will see ongoing attention

Packaging innovations will add convenience, further supporting sales

Increasing use of Nutri-Score labelling expected

CATEGORY DATA

Table 69 Sales of Other Dairy by Category: Volume 2019-2024

Table 70 Sales of Other Dairy by Category: Value 2019-2024

Table 71 Sales of Other Dairy by Category: % Volume Growth 2019-2024

Table 72 Sales of Other Dairy by Category: % Value Growth 2019-2024

Table 73 Sales of Cream by Type: % Value 2019-2024

Table 74 NBO Company Shares of Other Dairy: % Value 2020-2024

Table 75 LBN Brand Shares of Other Dairy: % Value 2021-2024

Table 76 Distribution of Other Dairy by Format: % Value 2019-2024

Table 77 Forecast Sales of Other Dairy by Category: Volume 2024-2029

Table 78 □Forecast Sales of Other Dairy by Category: Value 2024-2029

Table 79 □Forecast Sales of Other Dairy by Category: % Volume Growth 2024-2029

Table 80 □Forecast Sales of Other Dairy by Category: % Value Growth 2024-2029

PLANT-BASED DAIRY IN POLAND

KEY DATA FINDINGS

2024 DEVELOPMENTS

Plant-based dairy sees healthy value and volume growth

Alpro retains its strong lead, while private labels continue their plant-based developments

Increasing variety of options comes with ongoing innovation

PROSPECTS AND OPPORTUNITIES

Gen Z drives demand thanks to environmental consciousness

Competitive pricing trends set to strengthen

Expansion of plant-based cheese will continue

CATEGORY DATA

Table 81 Sales of Plant-Based Dairy by Category: Value 2019-2024

Table 82 Sales of Plant-Based Dairy by Category: % Value Growth 2019-2024

Table 83 Sales of Other Plant-Based Milk by Type: % Value 2021-2024

Table 84 NBO Company Shares of Plant-Based Dairy: % Value 2020-2024

Table 85 LBN Brand Shares of Plant-Based Dairy: % Value 2021-2024

Table 86 Distribution of Plant-Based Dairy by Format: % Value 2019-2024

Table 87 Forecast Sales of Plant-Based Dairy by Category: Value 2024-2029

Table 88 Forecast Sales of Plant-Based Dairy by Category: % Value Growth 2024-2029

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