

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

Market Direction | 2024-08-06 | 16 pages | Euromonitor

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### **Report description:**

An increasing number of Polish consumers are embracing a healthy and active lifestyle, looking for cooking ingredients and meals with claims and benefits that align with these goals. Many consumers are looking to reduce salt, fat and sugar while selecting foods fortified with additional benefits, such as vitamins, minerals, protein and probiotics. Producers are also introducing health-oriented products that cater to dietary preferences, such as vegetarians and vegans and gluten-free and lactose...

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 2019-2023, 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 2028 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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HW COOKING INGREDIENTS AND MEALS IN POLAND

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Healthy, active lifestyles shape innovations in the cooking ingredients and meals landscape

The natural claim gains ground as concern surrounding ultra-processed food rises

Vegan, vegetarian and flexitarian lifestyles shape product innovations in 2023

PROSPECTS AND OPPORTUNITIES

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Double-digit growth for no allergens as consumers become more conscious of their diets

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HEALTH AND WELLNESS IN POLAND

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