

HW Dairy Products and Alternatives in Poland

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

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Report description:

In 2023, health and wellness dairy products and alternatives benefited from a rising focus on foods that maximise health benefits and reduce the risk of longer-term health conditions. Consequently, consumers in 2023 increasingly looked to avoid high levels of fat, salt and sugar while looking to maximise health benefits by selecting fortified goods. In addition, focusing on the negative impact of ultra-processed foods and driving concerns surrounding artificial ingredients has driven focus on t...

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 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 Baby Food, HW 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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reliable information resources to help drive informed strategic planning.

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HW DAIRY PRODUCTS AND ALTERNATIVES IN POLAND

KEY DATA FINDINGS

2023 DEVELOPMENTS

The natural claim leads retail value sales as consumers look to maximise health benefits

As vegan diets increase, plant-based and vegan options gain ground on the landscape

Lactose free options rise as consumers avoid allergens and look to improve gut health

PROSPECTS AND OPPORTUNITIES

The natural claim see the strongest sales as consumers avoid artificial ingredients

The rising popularity of vegan and vegetarian products drive sales and shape innovations

Consumers look for low fat claims as obesity and diabetes rise in Poland

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HEALTH AND WELLNESS IN POLAND

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Consumer diet trends

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Blood pressure and cholesterol levels

Diabetes prevalence

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