

Cooking Ingredients and Meals in Poland

November 2023

Table of Contents

Cooking Ingredients and Meals in Poland

EXECUTIVE SUMMARY

Cooking ingredients and meals in 2023: The big picture

Key trends in 2023

Competitive landscape

Channel developments

What next for cooking ingredients and meals?

MARKET DATA

Table 1 - Sales of Cooking Ingredients and Meals by Category: Volume 2018-2023

Table 2 - Sales of Cooking Ingredients and Meals by Category: Value 2018-2023

Table 3 - Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2018-2023

Table 4 - Sales of Cooking Ingredients and Meals by Category: % Value Growth 2018-2023

Table 5 - NBO Company Shares of Cooking Ingredients and Meals: % Value 2019-2023

Table 6 - LBN Brand Shares of Cooking Ingredients and Meals: % Value 2020-2023

Table 7 - Penetration of Private Label by Category: % Value 2018-2023

Table 8 - Distribution of Cooking Ingredients and Meals by Format: % Value 2018-2023

Table 9 - Forecast Sales of Cooking Ingredients and Meals by Category: Volume 2023-2028

Table 10 - Forecast Sales of Cooking Ingredients and Meals by Category: Value 2023-2028

Table 11 - Forecast Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2023-2028

Table 12 - Forecast Sales of Cooking Ingredients and Meals by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

Edible Oils in Poland

KEY DATA FINDINGS

2023 DEVELOPMENTS

Import issues affect sunflower oil

The emergence of novel flavours and substitutes

Sustained dominance of ZT Kruszwica

PROSPECTS AND OPPORTUNITIES

Expanding the reach of less popular edible oils

Private label's ascendancy in edible oils

Anticipated diversification and marketing strategies

CATEGORY DATA

Table 13 - Sales of Edible Oils by Category: Volume 2018-2023

Table 14 - Sales of Edible Oils by Category: Value 2018-2023

Table 15 - Sales of Edible Oils by Category: % Volume Growth 2018-2023

Table 16 - Sales of Edible Oils by Category: % Value Growth 2018-2023

Table 17 - NBO Company Shares of Edible Oils: % Value 2019-2023

Table 18 - LBN Brand Shares of Edible Oils: % Value 2020-2023

Table 19 - Distribution of Edible Oils by Format: % Value 2018-2023

Table 20 - Forecast Sales of Edible Oils by Category: Volume 2023-2028

Table 21 - Forecast Sales of Edible Oils by Category: Value 2023-2028

Table 22 - Forecast Sales of Edible Oils by Category: % Volume Growth 2023-2028

Table 23 - Forecast Sales of Edible Oils by Category: % Value Growth 2023-2028

Meals and Soups in Poland

KEY DATA FINDINGS

2023 DEVELOPMENTS

Innovations drive sales of ready meals and soups
Continued growth of vegetarian and vegan options
Increased emphasis on multichannel marketing strategies

PROSPECTS AND OPPORTUNITIES

Anticipated slowdown in soup sales amidst prevailing home-cooking trend
Rising competition from subscription-based delivery ready meals poses a challenge to chilled ready meals
The evolution of innovations in ready meals: An emphasis on sustainability and novelty

CATEGORY DATA

Table 24 - Sales of Meals and Soups by Category: Volume 2018-2023
Table 25 - Sales of Meals and Soups by Category: Value 2018-2023
Table 26 - Sales of Meals and Soups by Category: % Volume Growth 2018-2023
Table 27 - Sales of Meals and Soups by Category: % Value Growth 2018-2023
Table 28 - Sales of Chilled Ready Meals by Ethnicity: % Value 2018-2023
Table 29 - Sales of Frozen Ready Meals by Ethnicity: % Value 2018-2023
Table 30 - Sales of Soup by Leading Flavours: Rankings 2018-2023
Table 31 - NBO Company Shares of Meals and Soups: % Value 2019-2023
Table 32 - LBN Brand Shares of Meals and Soups: % Value 2020-2023
Table 33 - Distribution of Meals and Soups by Format: % Value 2018-2023
Table 34 - Forecast Sales of Meals and Soups by Category: Volume 2023-2028
Table 35 - Forecast Sales of Meals and Soups by Category: Value 2023-2028
Table 36 - Forecast Sales of Meals and Soups by Category: % Volume Growth 2023-2028
Table 37 - Forecast Sales of Meals and Soups by Category: % Value Growth 2023-2028

Sauces, Dips and Condiments in Poland

KEY DATA FINDINGS

2023 DEVELOPMENTS

Emergence of innovative products drive volume sales in sauces, dips, and condiments
Seasonal influence on condiment market: Easter and summer trends in Poland
Diversification through creative marketing tactics

PROSPECTS AND OPPORTUNITIES

Innovations set to continue
Future dominance of discounters and hypermarkets
Future market fragmentation

CATEGORY DATA

Table 38 - Sales of Sauces, Dips and Condiments by Category: Volume 2018-2023
Table 39 - Sales of Sauces, Dips and Condiments by Category: Value 2018-2023
Table 40 - Sales of Sauces, Dips and Condiments by Category: % Volume Growth 2018-2023
Table 41 - Sales of Sauces, Dips and Condiments by Category: % Value Growth 2018-2023
Table 42 - Sales of Liquid Recipe Sauces by Type: % Value 2018-2023
Table 43 - Sales of Other Sauces and Condiments by Type: Rankings 2018-2023
Table 44 - NBO Company Shares of Sauces, Dips and Condiments: % Value 2019-2023
Table 45 - LBN Brand Shares of Sauces, Dips and Condiments: % Value 2020-2023
Table 46 - Distribution of Sauces, Dips and Condiments by Format: % Value 2018-2023

Table 47 - Forecast Sales of Sauces, Dips and Condiments by Category: Volume 2023-2028

Table 48 - Forecast Sales of Sauces, Dips and Condiments by Category: Value 2023-2028

Table 49 - Forecast Sales of Sauces, Dips and Condiments by Category: % Volume Growth 2023-2028

Table 50 - Forecast Sales of Sauces, Dips and Condiments by Category: % Value Growth 2023-2028

Sweet Spreads in Poland

KEY DATA FINDINGS

2023 DEVELOPMENTS

Innovation and exploration of flavour profiles

Rising popularity of nut-based spreads

Veganism fuels the demand for nut-based spreads

PROSPECTS AND OPPORTUNITIES

Anticipating increased sales of sweet spreads fuelled by exotic flavours and unique combinations

Health-focused trends shaping the future growth of sweet spreads

Market diversification persists with no clear dominant leader in Polish sweet spreads

CATEGORY DATA

Table 51 - Sales of Sweet Spreads by Category: Volume 2018-2023

Table 52 - Sales of Sweet Spreads by Category: Value 2018-2023

Table 53 - Sales of Sweet Spreads by Category: % Volume Growth 2018-2023

Table 54 - Sales of Sweet Spreads by Category: % Value Growth 2018-2023

Table 55 - Sales of Jams and Preserves by Leading Flavours: Rankings 2018-2023

Table 56 - NBO Company Shares of Sweet Spreads: % Value 2019-2023

Table 57 - LBN Brand Shares of Sweet Spreads: % Value 2020-2023

Table 58 - Distribution of Sweet Spreads by Format: % Value 2018-2023

Table 59 - Forecast Sales of Sweet Spreads by Category: Volume 2023-2028

Table 60 - Forecast Sales of Sweet Spreads by Category: Value 2023-2028

Table 61 - Forecast Sales of Sweet Spreads by Category: % Volume Growth 2023-2028

Table 62 - Forecast Sales of Sweet Spreads by Category: % Value Growth 2023-2028

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/cooking-ingredients-and-meals-in-poland/report.