



# HW Snacks in Poland

November 2023

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## KEY DATA FINDINGS

### 2022 DEVELOPMENTS

Consumers turn to locally produced health and wellness snacks offering flavour variety

Gluten free leads health and wellness snacks as consumer awareness of gluten intolerance rises and more references are available

Consumers' desire to boost their metabolism sees rise in sales of superfruit snacks

### PROSPECTS AND OPPORTUNITIES

Body consciousness and health awareness will support growth for health and wellness snacks

Continuing the trend from 2022, gluten free also set to see strong absolute growth in health and wellness snacks over the forecast period

Consumer concerns over cardiovascular health and recent legislation set to lead to growth in cardiovascular health and no fat products

### CATEGORY DATA

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[Health and Wellness in Poland - Industry Overview](#)

## EXECUTIVE SUMMARY

Overview

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