

# HW Cooking Ingredients and Meals in Poland

November 2023

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### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Adding value through vegan and clean label

Concern about overprocessing of food helps natural to lead sales of health and wellness cooking ingredients and meals

Good source of antioxidants records growth as consumers look for functional products, while low fat also sees rising value sales in 2022

#### PROSPECTS AND OPPORTUNITIES

Innovations in the vegetarian and vegan space set to stimulate sales

Natural to see the most promising absolute growth in health and wellness cooking ingredients and meals as consumers avoid overprocessed foods

No allergens expected to record value growth as consumers look after themselves and the planet

#### CATEGORY DATA

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### Health and Wellness in Poland - Industry Overview

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Overview

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