



HW Staple Foods in Poland

November 2023

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KEY DATA FINDINGS

2022 DEVELOPMENTS

Vegetarian and no sugar products highlight added features to attract consumers

Increased health concerns, boosted by the pandemic, leads high fibre to see the highest sales in health and wellness staple foods

As vegetarian and vegan diets become more popular, plant-based records the most dynamic performance within health and wellness staple foods

PROSPECTS AND OPPORTUNITIES

Need for innovation, especially in light of recent legislation, but also a need to remain price-competitive

Vegan set to see strong absolute growth in health and wellness staple foods as more consumers turn to a diet free from animal products

With consumers looking to improve their digestion and metabolism, probiotic will be one to watch within health and wellness staple foods

CATEGORY DATA

Table 1 - Sales of Staple Foods by Health and Wellness Type: Value 2019-2022

Table 2 - Sales of Staple Foods by Health and Wellness Type: % Value Growth 2019-2022

Table 3 - Company Shares of Gluten Free Staple Foods (Biggest HW Type in Global Staple Foods): % Value 2019-2022

Table 4 - Company Shares of Organic Staple Foods (2nd Biggest HW Type in Global Staple Foods): % Value 2019-2022

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Table 7 - Company Shares of No Allergens Staple Foods (5th Biggest HW Type in Global Staple Foods): % Value 2019-2022

Table 8 - Forecast Sales of Staple Foods by Health and Wellness Type: Value 2022-2027

Table 9 - Forecast Sales of Staple Foods by Health and Wellness Type: % Value Growth 2022-2027

Health and Wellness in Poland - Industry Overview

EXECUTIVE SUMMARY

Overview

DISCLAIMER

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