



Drinking Milk Products in Poland

August 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Players mitigate the impacts of high costs with strategic campaigns
- Flavoured milk drinks benefit from convenience
- Full-fat milk benefits from its natural and traditional positioning

PROSPECTS AND OPPORTUNITIES

- Functional milk expected to gain traction over the forecast period
- Further industry consolidation expected over the forecast period
- Volume growth expected to continue thanks to baseline demand

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Dairy Products and Alternatives in Poland - Industry Overview

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DISCLAIMER

SOURCES

- Summary 1 - Research Sources

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