



**Euromonitor  
International**

# Breakfast Cereals in Poland

November 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Local production is evolving to meet higher consumer demand
- Growing concerns about what constitutes a healthy breakfast
- Private label is yet to challenge leading brand significantly

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Staple Foods in Poland - Industry Overview

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DISCLAIMER

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/breakfast-cereals-in-poland/report](http://www.euromonitor.com/breakfast-cereals-in-poland/report).