



Euromonitor
International

Sweet Biscuits, Snack Bars and Fruit Snacks in Poland

July 2024

KEY DATA FINDINGS

2024 DEVELOPMENTS

The success of protein bars reflects Poland's burgeoning health and wellness trend in 2024
Private label benefits from weakened purchasing power and prominent displays in retailers
Marketing campaigns seek to grab consumers' attention

PROSPECTS AND OPPORTUNITIES

The convenience factor will remain key, favoured by on-the-go lifestyles
Innovation will continue to prioritise health and wellness
Category will likely consolidate in the years ahead

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Snacks 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/sweet-biscuits-snack-bars-and-fruit-snacks-in-poland/report.