

Butter and Spreads in Poland

August 2024

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Butter and Spreads in Poland - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Retailers offer smaller format to appeal to budget-conscious consumers and those who only use small quantities of butter

Health and wellness trends drive interest in functional spreads

Changing attitudes towards butter help boost the product's image

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Private labels continue to grow in butter and spreads

Butter will remain a key subcategory, thanks to local production and butter's improved image

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