



**Euromonitor
International**

Processed Meat, Seafood and Alternatives To Meat in Poland

November 2024

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Natural processed products with quality ingredients witness strong demand
- Expansion of discounter outlets boosts private label in frozen processed products
- Meat substitutes benefit from weaker price growth than most meats

PROSPECTS AND OPPORTUNITIES

- Private label expansion likely in meat alternatives
- Product diversification tackles rising costs and fluctuating demand
- Frozen seafood and tofu gets a boost from exotic cooking at home

CATEGORY DATA

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Staple Foods in Poland - Industry Overview

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DISCLAIMER

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Summary 1 - Research Sources

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