



HW Snacks in Poland

August 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Gluten free leads as rising availability and health benefits drive retail value sales
Consumers migrate to natural snacks as concerns surrounding artificial ingredients rise
Superfruit offerings gain ground as consumers look to support immunity and metabolism

PROSPECTS AND OPPORTUNITIES

Low sugar combines with taste and texture to boost sales on the snacks landscape
Gluten free and natural claims drive value sales, supported by ongoing innovations
High protein snacks align with consumers' health, fitness and weight management goals

CATEGORY DATA

Table 1 - Sales of Snacks by Health and Wellness Type: Value 2019-2023

Table 2 - Sales of Snacks by Health and Wellness Type: % Value Growth 2019-2023

Table 3 - Company Shares of Gluten Free Snacks (Biggest HW Type in Global Snacks): % Value 2019-2023

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Health and Wellness in Poland - Industry Overview

EXECUTIVE SUMMARY

Health and wellness in focus
Consumer weight trends
Consumer diet trends
Health-related deaths
Blood pressure and cholesterol levels
Diabetes prevalence

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