



# HW Dairy Products and Alternatives in Poland

August 2024

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### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

The natural claim leads retail value sales as consumers look to maximise health benefits

As vegan diets increase, plant-based and vegan options gain ground on the landscape

Lactose free options rise as consumers avoid allergens and look to improve gut health

#### PROSPECTS AND OPPORTUNITIES

The natural claim see the strongest sales as consumers avoid artificial ingredients

The rising popularity of vegan and vegetarian products drive sales and shape innovations

Consumers look for low fat claims as obesity and diabetes rise in Poland

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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

#### DISCLAIMER

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