



Euromonitor  
International

# HW Staple Foods in Poland

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### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Gluten free leads sales as consumers aim to improve their digestion and overall health

High fibre records double-digit growth as consumers seek healthier options

Plant-based options record a dynamic performance as meat-free diets increase

#### PROSPECTS AND OPPORTUNITIES

No sugar products will increasingly attract consumers across the forecast period

No fat options gain ground as innovations align with both legislations and consumer concern

Vegan drives double-digit growth as meat-free, flexitarian and plant-based diets rise

#### CATEGORY DATA

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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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