



HW Staple Foods in Poland

August 2024

Table of Contents

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

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

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

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

Table 4 - Company Shares of Organic Staple Foods (2nd Biggest HW Type in Global Staple Foods): % Value 2019-2023

Table 5 - Company Shares of High Fibre Staple Foods (3rd Biggest HW Type in Global Staple Foods): % Value 2019-2023

Table 6 - Company Shares of Vegetarian Staple Foods (4th Biggest HW Type in Global Staple Foods): % Value 2019-2023

Table 7 - Company Shares of No Allergens Staple Foods (5th Biggest HW Type in Global Staple Foods): % Value 2019-2023

Table 8 - Forecast Sales of Staple Foods by Health and Wellness Type: Value 2023-2028

Table 9 - Forecast Sales of Staple Foods by Health and Wellness Type: % Value Growth 2023-2028

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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