# Health and Wellness in Poland

August 2024

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### 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
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### 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

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### KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Healthy, active lifestyles shape innovations in the cooking ingredients and meals landscape

The natural claim gains ground as concern surrounding ultra-processed food rises

Vegan, vegetarian and flexitarian lifestyles shape product innovations in 2023

### PROSPECTS AND OPPORTUNITIES

Concern surrounding artificial ingredients rise, with natural products leading sales

Double-digit growth for no allergens as consumers become more conscious of their diets

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### 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

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### CATEGORY DATA

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