



**Euromonitor
International**

Edible Oils in Poland

November 2025

Table of Contents

Edible Oils in Poland - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Rising production costs impact price and boost interest in private label

INDUSTRY PERFORMANCE

Stable growth supported by home cooking and diverse usage

Rising interest in alternative oils fuels category diversification

WHAT'S NEXT?

Steady forecast growth anchored in everyday cooking and familiarity

Health awareness to reinforce consumer preference for natural oils

COMPETITIVE LANDSCAPE

ZT Kruszwica SA consolidates leadership with strong local sourcing

Imported olive oil brands gain momentum amid premiumisation

CHANNELS

Discounters remain dominant as consumers seek value and accessibility

E-commerce expands rapidly from a small base

CATEGORY DATA

Table 1 - Sales of Edible Oils by Category: Volume 2020-2025

Table 2 - Sales of Edible Oils by Category: Value 2020-2025

Table 3 - Sales of Edible Oils by Category: % Volume Growth 2020-2025

Table 4 - Sales of Edible Oils by Category: % Value Growth 2020-2025

Table 5 - NBO Company Shares of Edible Oils: % Value 2021-2025

Table 6 - LBN Brand Shares of Edible Oils: % Value 2022-2025

Table 7 - Distribution of Edible Oils by Format: % Value 2020-2025

Table 8 - Forecast Sales of Edible Oils by Category: Volume 2025-2030

Table 9 - Forecast Sales of Edible Oils by Category: Value 2025-2030

Table 10 - Forecast Sales of Edible Oils by Category: % Volume Growth 2025-2030

Table 11 - Forecast Sales of Edible Oils by Category: % Value Growth 2025-2030

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Cooking Ingredients and Meals in Poland - Industry Overview

EXECUTIVE SUMMARY

Value growth largely due to higher costs and higher prices

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Healthier choices gain importance as consumers embrace cleaner labels

Convenience stores expand reach as proximity shopping strengthens

WHAT'S NEXT?

Steady forecast growth supported by essential categories and product diversity

Competitive landscape evolves as retailers strengthen private label offerings

Discounters to retain dominance while convenience formats gain ground

COMPETITIVE LANDSCAPE

Unilever Polska SA retains leadership in a fragmented, competitive market
Zabka Polska and smaller specialists drive dynamism through innovation and reach

CHANNELS

Discounters consolidate leadership through price competitiveness and product breadth
Forecourt retailers gain traction with convenience and on-the-go meal options

MARKET DATA

Table 12 - Sales of Cooking Ingredients and Meals by Category: Volume 2020-2025
Table 13 - Sales of Cooking Ingredients and Meals by Category: Value 2020-2025
Table 14 - Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2020-2025
Table 15 - Sales of Cooking Ingredients and Meals by Category: % Value Growth 2020-2025
Table 16 - NBO Company Shares of Cooking Ingredients and Meals: % Value 2021-2025
Table 17 - LBN Brand Shares of Cooking Ingredients and Meals: % Value 2022-2025
Table 18 - Penetration of Private Label by Category: % Value 2020-2025
Table 19 - Distribution of Cooking Ingredients and Meals by Format: % Value 2020-2025
Table 20 - Forecast Sales of Cooking Ingredients and Meals by Category: Volume 2025-2030
Table 21 - Forecast Sales of Cooking Ingredients and Meals by Category: Value 2025-2030
Table 22 - Forecast Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2025-2030
Table 23 - Forecast Sales of Cooking Ingredients and Meals by Category: % Value Growth 2025-2030

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SOURCES

Summary 1 - Research Sources

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