



Euromonitor
International

Sweet Spreads in Poland

November 2025

Table of Contents

KEY DATA FINDINGS

2025 DEVELOPMENTS

Consumers seek more natural ingredients and healthier options

INDUSTRY PERFORMANCE

Traditional favourites remain strong as home consumption endures
Nut and seed-based spreads lead category expansion

WHAT'S NEXT?

Steady growth ahead as health and tradition coexist
Innovation centred on natural, reduced-sugar and functional benefits

COMPETITIVE LANDSCAPE

Ferrero Polska Sp. z o.o. sustains leadership through strong brand equity
Podravka gains ground through traditional appeal

CHANNELS

Discounters remain dominant as affordability and choice drive loyalty
Local grocers and online retail expand through proximity and accessibility

CATEGORY DATA

- Table 1 - Sales of Sweet Spreads by Category: Volume 2020-2025
- Table 2 - Sales of Sweet Spreads by Category: Value 2020-2025
- Table 3 - Sales of Sweet Spreads by Category: % Volume Growth 2020-2025
- Table 4 - Sales of Sweet Spreads by Category: % Value Growth 2020-2025
- Table 5 - Sales of Jams and Preserves by Leading Flavours: Rankings 2020-2025
- Table 6 - NBO Company Shares of Sweet Spreads: % Value 2021-2025
- Table 7 - LBN Brand Shares of Sweet Spreads: % Value 2022-2025
- Table 8 - Distribution of Sweet Spreads by Format: % Value 2020-2025
- Table 9 - Forecast Sales of Sweet Spreads by Category: Volume 2025-2030
- Table 10 - Forecast Sales of Sweet Spreads by Category: Value 2025-2030
- Table 11 - Forecast Sales of Sweet Spreads by Category: % Volume Growth 2025-2030
- Table 12 - Forecast Sales of Sweet Spreads by Category: % Value Growth 2025-2030

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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 13 - Sales of Cooking Ingredients and Meals by Category: Volume 2020-2025

Table 14 - Sales of Cooking Ingredients and Meals by Category: Value 2020-2025

Table 15 - Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2020-2025

Table 16 - Sales of Cooking Ingredients and Meals by Category: % Value Growth 2020-2025

Table 17 - NBO Company Shares of Cooking Ingredients and Meals: % Value 2021-2025

Table 18 - LBN Brand Shares of Cooking Ingredients and Meals: % Value 2022-2025

Table 19 - Penetration of Private Label by Category: % Value 2020-2025

Table 20 - Distribution of Cooking Ingredients and Meals by Format: % Value 2020-2025

Table 21 - Forecast Sales of Cooking Ingredients and Meals by Category: Volume 2025-2030

Table 22 - Forecast Sales of Cooking Ingredients and Meals by Category: Value 2025-2030

Table 23 - Forecast Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2025-2030

Table 24 - 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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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/sweet-spreads-in-poland/report.