



Processed Meat, Seafood and Alternatives To Meat in Poland

November 2025

KEY DATA FINDINGS

2025 DEVELOPMENTS

Rising prices, evolving health preferences and plant-based innovation underpin strong performance

INDUSTRY PERFORMANCE

Traditional staples sustain growth despite price pressures

Plant-based meat and seafood substitutes expand rapidly through innovation and accessibility

WHAT'S NEXT?

Continued growth across meat, seafood and plant-based proteins

Health and clean label trends reshape production and purchasing decisions

Regulatory recognition supports long-term plant-based category development

COMPETITIVE LANDSCAPE

Animex consolidates leadership with diversified portfolio and trusted brands

Vivera leverages plant-based momentum to accelerate share gains

CHANNELS

Discounters dominate through affordability and wide assortment

Food specialists gain traction through quality focus and personalised service

CATEGORY DATA

Table 1 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2020-2025

Table 2 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2020-2025

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Staple Foods in Poland - Industry Overview

EXECUTIVE SUMMARY

Affordability, private label expansion and health awareness drive category growth

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Plant-based and sustainable diets gain momentum among younger consumers

Clean labels and natural positioning shape product development

WHAT'S NEXT?

Everyday staples sustain future growth amid mature consumption patterns

Private label continues to expand through affordability and improved perception
Discounters and convenience stores reinforce accessibility while e-commerce evolves

COMPETITIVE LANDSCAPE

Artisanal baked goods strengthen appeal through quality, freshness and authenticity
Vivera capitalises on plant-based momentum with broad retail presence

CHANNELS

Discounters consolidate dominance through price leadership and trust
Convenience stores gain ground through proximity and flexible shopping missions

MARKET DATA

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