



Euromonitor
International

Cooking Ingredients and Meals in Poland

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Cooking Ingredients and Meals in Poland

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

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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

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2025 DEVELOPMENTS

Widening range appeals to busy urbanites

INDUSTRY PERFORMANCE

Convenient meal solutions gain ground as lifestyles accelerate
Pizza leads growth as variety and accessibility expand

WHAT'S NEXT?

Demand for ready-to-eat convenience to sustain growth
Healthier positioning and clean-label claims to shape product development

COMPETITIVE LANDSCAPE

Unilever Polska SA maintains leadership through trusted brands
Zabka and other domestic producers drive category dynamism

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Shift from dining out to dining in boosts demand

INDUSTRY PERFORMANCE

Solid category growth supported by variety, accessibility and home cooking

Tomato pastes and purées stand out as the most dynamic subcategory

WHAT'S NEXT?

Sustained growth expected as experimentation and affordability drive sales

Health, quality and natural ingredients to steer product development

COMPETITIVE LANDSCAPE

Nestlé Polska SA retains leadership through trusted national brands

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KEY DATA FINDINGS

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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

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Local grocers and online retail expand through proximity and accessibility

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/cooking-ingredients-and-meals-in-poland/report.

