



Euromonitor
International

Innovation: Food and Beverage in Poland

September 2025

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Snapshot of NPD activity across food and beverage categories in Poland

INNOVATION IN PACKAGED FOOD

Innovation centres around balancing indulgence and mindful snacking

Innovation in packaged food categories records mixed performance year-on-year

Key attributes: Low fat and low sugar intake lead health claims

Danone launches Actimel+ Triple Action range with gradual roll-out across Europe

INNOVATION IN PET CARE

Pet humanisation trend boosts innovation in the polarised pet food market

NPD faces setback amid economic instability

Key attributes: Leading attributes driven by functional added benefits in pet food

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No/low alcohol trend fuels NPD in RTDs and beer

Newly launched products in beer gain category share in Polish market

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Flavour innovation drives new launches in alcoholic drinks

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Health and functionality redefine soft drinks innovation

New ban on energy drinks sales challenges NPD activity, despite overall growth in share

Key attributes: Reduced sugar intake is a major focus of newly launched products

Functional and fortified beverages expand their presence in the Polish market

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Wellness-focused tea blends and premium coffee drive new launches

Economic uncertainty negatively impacts coffee NPDs

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Mokate introduces protein-enriched cappuccino

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Passport Innovation: What's covered?

Passport Innovation retailer coverage

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