



HW Snacks in Poland

January 2026

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KEY DATA FINDINGS

2024 DEVELOPMENTS

High protein, natural, and gluten free claims influence snacks in 2024

INDUSTRY PERFORMANCE

Health-led reformulation and functional positioning shape snacks in Poland

Gluten free availability and heightened health awareness support sales of the claim

Simple ingredients and traditional recipes strengthen the appeal of the natural claim

WHAT'S NEXT

High protein, functionality and cleaner formulations are set to drive health-focused growth

The gluten free claim is expected to align with rising demand for lifestyle-driven snacking

The natural claim is set to gain momentum as consumers reach for simple ingredient lists

CATEGORY DATA

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[Health and Wellness in Poland - Industry Overview](#)

EXECUTIVE SUMMARY

Consumers seeking natural health and wellness claims

INDUSTRY PERFORMANCE

Natural, minimally processed, and high protein products drive mainstream health-focused choices

Digestive health, sugar reduction, and functional benefits influence innovation

WHAT'S NEXT

Natural ingredients and functional innovation are set to support innovation within food and drink in Poland

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