



HW Dairy Products and Alternatives in Poland

January 2026

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Fortified, natural, and probiotic products drive sales of dairy products and alternatives

INDUSTRY PERFORMANCE

Fortified/functional and natural claims continue to drive sales in Poland in 2024

Natural claims and traditional heritage are key drivers of sales for dairy in Poland

Growing demand for probiotic products is driven by gut health and functional nutrition awareness

WHAT'S NEXT

Plant-based innovation and protein fortification will shape the forecast period

Transparency and tradition are set to support ongoing sales of the natural claims

Rising sales of the probiotic claims will be fuelled by growing gut health awareness

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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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