



Euromonitor
International

HW Cooking Ingredients and Meals in Poland

August 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Healthy, active lifestyles shape innovations in the cooking ingredients and meals landscape

The natural claim gains ground as concern surrounding ultra-processed food rises

Vegan, vegetarian and flexitarian lifestyles shape product innovations in 2023

PROSPECTS AND OPPORTUNITIES

Concern surrounding artificial ingredients rise, with natural products leading sales

Double-digit growth for no allergens as consumers become more conscious of their diets

Good source of antioxidants records growth as consumers look for functional properties

CATEGORY DATA

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Health and Wellness in Poland - Industry Overview

EXECUTIVE SUMMARY

Health and wellness in focus

Consumer weight trends

Consumer diet trends

Health-related deaths

Blood pressure and cholesterol levels

Diabetes prevalence

DISCLAIMER

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