



HW Cooking Ingredients and Meals in Poland

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HW Cooking Ingredients and Meals in Poland - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Natural, gluten free and vegetarian claims continue to gain momentum in 2024

INDUSTRY PERFORMANCE

High protein, low sugar and fortified/functional claims shape choices in 2024

Natural attributes outweigh sustainability considerations for many Polish consumers

Demand for the gluten free claim is driven by health, digestibility, and clean label appeal

WHAT'S NEXT

Growth is set to be driven by innovation, health transparency, and premiumisation

Natural and locally produced products will continue to drive sales in Poland

Demand for gluten free products is set to be driven by health needs and lifestyle choices

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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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