



Euromonitor
International

Health and Wellness in Poland

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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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HW Hot Drinks in Poland

KEY DATA FINDINGS

2024 DEVELOPMENTS

Functional, natural, and plant-based claims influence hot drinks in 2024

INDUSTRY PERFORMANCE

Functional, natural, and premium hot drinks lead health trends in Poland
The natural claim drives consumer trust and health appeal in Poland's hot drinks
The vegetarian claims reinforces transparency and plant-based positioning in hot drinks in Poland

WHAT'S NEXT

Functional benefits and sustainability are set to shape the future of hot drinks
The natural claim is set to drive sales as consumers look to minimise artificial ingredients
Rising interest in vegetarian and flexitarian diets is set to support the vegetarian claim

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HW Soft Drinks in Poland

KEY DATA FINDINGS

2024 DEVELOPMENTS

Soft drinks continues to move towards sugar reduction and natural innovation

INDUSTRY PERFORMANCE

Sugar reformulation and regulatory shifts impact soft drinks in Poland in 2024
The natural claim performs well within bottled water and 100% juice as consumers prioritise health and transparency
Good source of vitamins meets the growing demand for hydration with added health benefits

WHAT'S NEXT

Health and wellness claims are set to strengthen as functional and low sugar claims drive growth

Natural ingredients are set to shape innovation as sugar tax and consumer demand drive reformulation

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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

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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

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[HW Cooking Ingredients and Meals in Poland](#)

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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

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

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HW Staple Foods in Poland

KEY DATA FINDINGS

2024 DEVELOPMENTS

Natural ingredients, protein, gluten free and high fibre claims shape Polish food choices

INDUSTRY PERFORMANCE

Natural ingredients and high protein appeal to consumers purchasing staple foods
Rising health awareness drives demand for gluten free claims beyond bakery in Poland
Fibre focused reformulation is reshaping staple food choices in Poland

WHAT'S NEXT

Health-led innovation is set to shape food development in staple foods in Poland
Gluten free positioning will need to evolve as health priorities diversify
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