



Euromonitor
International

Baked Goods in Poland

November 2025

Table of Contents

KEY DATA FINDINGS

2025 DEVELOPMENTS

Inflation, tradition and convenience shape another year of solid performance

INDUSTRY PERFORMANCE

Bread and pastries remain cultural mainstays amid rising prices

Frozen baked goods accelerate on convenience and private label strength

WHAT'S NEXT?

Everyday staples remain resilient as habits evolve toward variety and convenience

Health and wellness positioning strengthens through whole grains and natural recipes

Premiumisation through artisanal and specialty products continues to gather pace

COMPETITIVE LANDSCAPE

Artisanal producers lead the market as consumers prioritise freshness and tradition

Dijo Baking gains traction through convenient, affordable and versatile formats

CHANNELS

Discounters maintain leadership through affordability and breadth of offer

Convenience stores thrive on proximity and impulse-driven bakery purchases

CATEGORY DATA

Table 1 - Sales of Baked Goods by Category: Volume 2020-2025

Table 2 - Sales of Baked Goods by Category: Value 2020-2025

Table 3 - Sales of Baked Goods by Category: % Volume Growth 2020-2025

Table 4 - Sales of Baked Goods by Category: % Value Growth 2020-2025

Table 5 - Sales of Pastries by Type: % Value 2020-2025

Table 6 - NBO Company Shares of Baked Goods: % Value 2021-2025

Table 7 - LBN Brand Shares of Baked Goods: % Value 2022-2025

Table 8 - Distribution of Baked Goods by Format: % Value 2020-2025

Table 9 - Forecast Sales of Baked Goods by Category: Volume 2025-2030

Table 10 - Forecast Sales of Baked Goods by Category: Value 2025-2030

Table 11 - Forecast Sales of Baked Goods by Category: % Volume Growth 2025-2030

Table 12 - Forecast Sales of Baked Goods by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

Staple Foods in Poland - Industry Overview

EXECUTIVE SUMMARY

Affordability, private label expansion and health awareness drive category growth

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Plant-based and sustainable diets gain momentum among younger consumers

Clean labels and natural positioning shape product development

WHAT'S NEXT?

Everyday staples sustain future growth amid mature consumption patterns

Private label continues to expand through affordability and improved perception

Discounters and convenience stores reinforce accessibility while e-commerce evolves

COMPETITIVE LANDSCAPE

Artisanal baked goods strengthen appeal through quality, freshness and authenticity
Vivera capitalises on plant-based momentum with broad retail presence

CHANNELS

Discounters consolidate dominance through price leadership and trust
Convenience stores gain ground through proximity and flexible shopping missions

MARKET DATA

Table 13 - Sales of Staple Foods by Category: Volume 2020-2025
Table 14 - Sales of Staple Foods by Category: Value 2020-2025
Table 15 - Sales of Staple Foods by Category: % Volume Growth 2020-2025
Table 16 - Sales of Staple Foods by Category: % Value Growth 2020-2025
Table 17 - NBO Company Shares of Staple Foods: % Value 2021-2025
Table 18 - LBN Brand Shares of Staple Foods: % Value 2022-2025
Table 19 - Penetration of Private Label by Category: % Value 2020-2025
Table 20 - Distribution of Staple Foods by Format: % Value 2020-2025
Table 21 - Forecast Sales of Staple Foods by Category: Volume 2025-2030
Table 22 - Forecast Sales of Staple Foods by Category: Value 2025-2030
Table 23 - Forecast Sales of Staple Foods by Category: % Volume Growth 2025-2030
Table 24 - Forecast Sales of Staple Foods by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/baked-goods-in-poland/report.