



Sweet Spreads in Poland

November 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Consumers seek more natural ingredients and healthier options

INDUSTRY PERFORMANCE

Traditional favourites remain strong as home consumption endures
Nut and seed-based spreads lead category expansion

WHAT'S NEXT?

Steady growth ahead as health and tradition coexist
Innovation centred on natural, reduced-sugar and functional benefits

COMPETITIVE LANDSCAPE

Ferrero Polska Sp. z o.o. sustains leadership through strong brand equity
Podravka gains ground through traditional appeal

CHANNELS

Discounters remain dominant as affordability and choice drive loyalty
Local grocers and online retail expand through proximity and accessibility

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Cooking Ingredients and Meals in Poland - Industry Overview

EXECUTIVE SUMMARY

Value growth largely due to higher costs and higher prices

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Healthier choices gain importance as consumers embrace cleaner labels
Convenience stores expand reach as proximity shopping strengthens

WHAT'S NEXT?

Steady forecast growth supported by essential categories and product diversity
Competitive landscape evolves as retailers strengthen private label offerings
Discounters to retain dominance while convenience formats gain ground

COMPETITIVE LANDSCAPE

Unilever Polska SA retains leadership in a fragmented, competitive market

Zabka Polska and smaller specialists drive dynamism through innovation and reach

CHANNELS

Discounters consolidate leadership through price competitiveness and product breadth

Forecourt retailers gain traction with convenience and on-the-go meal options

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