Staple Foods in Poland

November 2025

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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

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Breakfast Cereals in Poland

KEY DATA FINDINGS

2025 DEVELOPMENTS

Health, convenience and trading-up within hot cereals drive category expansion

INDUSTRY PERFORMANCE

Demand rises as consumers seek fast, nutritious breakfasts
Hot cereals gain momentum as a lower-sugar, higher-fibre alternative

WHAT'S NEXT?

Steady category growth as cereals consolidate their role in everyday routines
Health-driven innovation favours oats, whole grains and reduced-sugar recipes
Premiumisation and private label expansion reshape competitive dynamics

COMPETITIVE LANDSCAPE

Nestlé builds on breadth, brand recognition and nutrition-focused positioning
Melvit capitalises on hot cereal momentum and local credentials

CHANNELS

Discounters dominate on price, choice and one-stop convenience
Small local grocers gain momentum through proximity and tailored assortments

CATEGORY DATA

Table 25 - Sales of Breakfast Cereals by Category: Volume 2020-2025
Table 26 - Sales of Breakfast Cereals by Category: Value 2020-2025

2025 DEVELOPMENTS

Rising prices, evolving health preferences and plant-based innovation underpin strong performance

INDUSTRY PERFORMANCE

Traditional staples sustain growth despite price pressures

Plant-based meat and seafood substitutes expand rapidly through innovation and accessibility

WHAT'S NEXT?

Continued growth across meat, seafood and plant-based proteins

Health and clean label trends reshape production and purchasing decisions

Regulatory recognition supports long-term plant-based category development

COMPETITIVE LANDSCAPE

Animex consolidates leadership with diversified portfolio and trusted brands

Vivera leverages plant-based momentum to accelerate share gains

CHANNELS

Discounters dominate through affordability and wide assortment

Food specialists gain traction through quality focus and personalised service

CATEGORY DATA

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Rice, Pasta and Noodles in Poland

KEY DATA FINDINGS

2025 DEVELOPMENTS

Everyday affordability and versatility underpin category momentum

INDUSTRY PERFORMANCE

Staple carbohydrates support steady value growth in a cost-conscious environment

Pasta outperforms thanks to convenience, variety and changing meal habits

WHAT'S NEXT?

Steady growth outlook supported by home cooking and experimentation

Better-for-you pasta and rice options expand as health awareness grows

Premiumisation and private label expansion reshape competitive dynamics

COMPETITIVE LANDSCAPE

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