



**Euromonitor
International**

Meals and Soups in Poland

November 2025

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2025 DEVELOPMENTS

Widening range appeals to busy urbanites

INDUSTRY PERFORMANCE

Convenient meal solutions gain ground as lifestyles accelerate

Pizza leads growth as variety and accessibility expand

WHAT'S NEXT?

Demand for ready-to-eat convenience to sustain growth

Healthier positioning and clean-label claims to shape product development

COMPETITIVE LANDSCAPE

Unilever Polska SA maintains leadership through trusted brands

Zabka and other domestic producers drive category dynamism

CHANNELS

Discounters dominate as affordability and accessibility remain key

Forecourt retailers thrive on convenience and flexible shopping hours

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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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