



HW Snacks in Poland

January 2026

Table of Contents

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
The natural claim is set to gain momentum as consumers reach for simple ingredient lists

CATEGORY DATA

- Table 1 - Sales of Snacks by Health and Wellness Type: Value 2020-2024
- Table 2 - Sales of Snacks by Health and Wellness Type: % Value Growth 2020-2024
- Table 3 - Company Shares of Gluten Free Snacks (Biggest HW Type in Global Snacks): % Value 2020-2024
- Table 4 - Company Shares of Vegetarian Snacks (2nd Biggest HW Type in Global Snacks): % Value 2020-2024
- Table 5 - Company Shares of Organic Snacks (3rd Biggest HW Type in Global Snacks): % Value 2020-2024
- Table 6 - Company Shares of Vegan Snacks (4th Biggest HW Type in Global Snacks): % Value 2020-2024
- Table 7 - Company Shares of No Allergens Snacks (5th Biggest HW Type in Global Snacks): % Value 2020-2024
- Table 8 - Forecast Sales of Snacks by Health and Wellness Type: Value 2024-2029
- Table 9 - Forecast Sales of Snacks by Health and Wellness Type: % Value Growth 2024-2029

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Health and Wellness in Poland - Industry Overview

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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