



# HW Dairy Products and Alternatives in Poland

January 2026

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Fortified, natural, and probiotic products drive sales of dairy products and alternatives

INDUSTRY PERFORMANCE

Fortified/functional and natural claims continue to drive sales in Poland in 2024  
Natural claims and traditional heritage are key drivers of sales for dairy in Poland  
Growing demand for probiotic products is driven by gut health and functional nutrition awareness

WHAT'S NEXT

Plant-based innovation and protein fortification will shape the forecast period  
Transparency and tradition are set to support ongoing sales of the natural claims  
Rising sales of the probiotic claims will be fuelled by growing gut health awareness

CATEGORY DATA

- Table 1 - Sales of Dairy Products and Alternatives by Health and Wellness Type: Value 2020-2024
- Table 2 - Sales of Dairy Products and Alternatives by Health and Wellness Type: % Value Growth 2020-2024
- Table 3 - Company Shares of Organic Dairy Products and Alternatives (Biggest HW Type in Global Dairy Products and Alternatives): % Value 2020-2024
- Table 4 - Company Shares of Good Source of Minerals Dairy Products and Alternatives (2nd Biggest HW Type in Global Dairy Products and Alternatives): % V
- Table 5 - Company Shares of Gluten Free Dairy Products and Alternatives (3rd Biggest HW Type in Global Dairy Products and Alternatives): % Value 2020-20
- Table 6 - Company Shares of Lactose Free Dairy Products and Alternatives (4th Biggest HW Type in Global Dairy Products and Alternatives): % Value 2020-2
- Table 7 - Company Shares of Low Fat Dairy Products and Alternatives (5th Biggest HW Type in Global Dairy Products and Alternatives): % Value 2020-2024
- Table 8 - Forecast Sales of Dairy Products and Alternatives by Health and Wellness Type: Value 2024-2029
- Table 9 - Forecast Sales of Dairy Products and Alternatives 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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