



HW Cooking Ingredients and Meals in Poland

January 2026

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Natural, gluten free and vegetarian claims continue to gain momentum in 2024

INDUSTRY PERFORMANCE

High protein, low sugar and fortified/functional claims shape choices in 2024
Natural attributes outweigh sustainability considerations for many Polish consumers
Demand for the gluten free claim is driven by health, digestibility, and clean label appeal

WHAT'S NEXT

Growth is set to be driven by innovation, health transparency, and premiumisation
Natural and locally produced products will continue to drive sales in Poland
Demand for gluten free products is set to be driven by health needs and lifestyle choices

CATEGORY DATA

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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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