



HW Staple Foods in Poland

January 2026

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Natural ingredients, protein, gluten free and high fibre claims shape Polish food choices

INDUSTRY PERFORMANCE

Natural ingredients and high protein appeal to consumers purchasing staple foods
Rising health awareness drives demand for gluten free claims beyond bakery in Poland
Fibre focused reformulation is reshaping staple food choices in Poland

WHAT'S NEXT

Health-led innovation is set to shape food development in staple foods in Poland
Gluten free positioning will need to evolve as health priorities diversify
High fibre claims are expected to drive differentiation as growth slows in baked goods

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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