

# HW Cooking Ingredients and Meals in Poland

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## Abstracts

In 2022, more Polish consumers looked for vegan products within ready meals, and due to rising consumer demand, players expanded their portfolios. For instance, Iglotex expanded its vegan portfolio Proste Historie in the form of frozen vegan ready meals that could be prepared in a frying pan or in a microwave. These came in variants such as Chili Sin Carne with Vegetables, Tikka Masala with Chickpeas and Ginger, and Spaghetti a'la Bolognese. The dishes were developed in cooperation with The Vege...

Euromonitor International's HW Cooking Ingredients and Meals in Poland report tracks the developments of health-associated product types and the healthy-option positioning of competing brands across different food sectors. It provides the latest retail sales data 2018-2022, allowing you to compare health and wellness categories with each other or in the context of the total market for a sector. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, legislative context or lifestyle influences. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: HW Cooking Ingredients and Meals by Type, HW Edible Oils, HW Meals and Soups, HW Sauces, Dips and Condiments, HW Sweet Spreads.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the HW Cooking Ingredients and Meals market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

## Contents

HW Cooking Ingredients and Meals in Poland  
Euromonitor International  
January 2024

### LIST OF CONTENTS AND TABLES

HW COOKING INGREDIENTS AND MEALS IN POLAND  
KEY DATA FINDINGS

### 2022 DEVELOPMENTS

Adding value through vegan and clean label

Concern about overprocessing of food helps natural to lead sales of health and wellness cooking ingredients and meals

Good source of antioxidants records growth as consumers look for functional products, while low fat also sees rising value sales in 2022

### PROSPECTS AND OPPORTUNITIES

Innovations in the vegetarian and vegan space set to stimulate sales

Natural to see the most promising absolute growth in health and wellness cooking ingredients and meals as consumers avoid overprocessed foods

No allergens expected to record value growth as consumers look after themselves and the planet

### CATEGORY DATA

Table 1 Sales of Cooking Ingredients and Meals by Health and Wellness Type: Value 2019-2022

Table 2 Sales of Cooking Ingredients and Meals by Health and Wellness Type: % Value Growth 2019-2022

Table 3 Company Shares of Organic Cooking Ingredients and Meals (Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2022

Table 4 Company Shares of Gluten Free Cooking Ingredients and Meals (2nd Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2022

Table 5 Company Shares of Vegetarian Cooking Ingredients and Meals (3rd Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2022

Table 6 Company Shares of Vegan Cooking Ingredients and Meals (4th Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2022

Table 7 Company Shares of Natural Cooking Ingredients and Meals (5th Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2022

Table 8 Forecast Sales of Cooking Ingredients and Meals by Health and Wellness

Type: Value 2022-2027

Table 9 Forecast Sales of Cooking Ingredients and Meals by Health and Wellness

Type: % Value Growth 2022-2027

HEALTH AND WELLNESS IN POLAND

EXECUTIVE SUMMARY

Overview

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