

# Meal Replacement in Poland

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## Abstracts

Meal replacement slimming products dominated meal replacement in 2014. Meal replacement slimming products was a good solution for those on a diet who did not have time to prepare home-made meals. Ready-made slimming drinks represented for many consumers the alternative elements of a balanced diet, with appropriately selected ingredients. Consumers bought ready products in order to supplement dietary components during intensive diets and workouts. The fashion for slim figures and maintaining an...

Euromonitor International's Meal Replacement in Poland report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2009-2013, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, distribution or pricing issues. Forecasts to 2018 illustrate how the market is set to change.

**Product coverage:** Convalescence, Meal Replacement Slimming.

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

### Why buy this report?

Get a detailed picture of the Meal Replacement 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.

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