

# Pasta in Poland

<https://marketpublishers.com/r/P71F8DA2E7BEN.html>

Date: March 2015

Pages: 56

Price: US\$ 990.00 (Single User License)

ID: P71F8DA2E7BEN

## Abstracts

Pasta continued to record reasonable sales growth rates of 4% and 3% in 2014 in current retail value and retail volume terms, respectively. In the past, Poles mainly used pasta as a base for soup; however, the situation has greatly changed. Poles have not only greatly developed their interest in foreign cuisines, but are also aware of the health benefits of the Mediterranean diet. Thus, a growing number of Polish consumers have started to prepare pasta on a regular basis as a main course.

Euromonitor International's Pasta 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 2010-2014, 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 2019 illustrate how the market is set to change.

**Product coverage:** Canned/Preserved Pasta, Chilled/Fresh Pasta, Dried Pasta.

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

### Why buy this report?

Get a detailed picture of the Pasta 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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