

Staple Foods in Poland

<https://marketpublishers.com/r/SD3961D92E92EN.html>

Date: November 2023

Pages: 66

Price: US\$ 2,100.00 (Single User License)

ID: SD3961D92E92EN

Abstracts

In 2023, the Polish government implemented new regulations aimed at supporting bakeries and pastry shops amid escalating gas prices. Effective from April 7, these regulations broadened the eligibility criteria for purchasing gas at a regulated price of PLN200.17 per MWh. This extended benefit now includes entities engaged in the production of bread, fresh pastry products, and cookies. In addition, entrepreneurs with bread and confectionery production accounting for over 50% of their revenue also...

Euromonitor International's Staple Foods in Poland report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2018-2022, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in directly informs our forecasts to 2027, clearly indicating how the market is expected to change.

Product coverage: Baked Goods, Breakfast Cereals, Processed Fruit and Vegetables, Processed Meat, Seafood and Alternatives to Meat, Rice, Pasta and Noodles.

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

Why buy this report?

Get a detailed picture of the Staple Foods 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

Staple Foods in Poland

Euromonitor International

November 2023

List Of Contents And Tables

STAPLE FOODS IN POLAND

EXECUTIVE SUMMARY

Staple foods in 2023: The big picture

Key trends in 2023

Competitive landscape

Channel developments

What next for staple foods?

MARKET DATA

Table 1 Sales of Staple Foods by Category: Volume 2018-2023

Table 2 Sales of Staple Foods by Category: Value 2018-2023

Table 3 Sales of Staple Foods by Category: % Volume Growth 2018-2023

Table 4 Sales of Staple Foods by Category: % Value Growth 2018-2023

Table 5 NBO Company Shares of Staple Foods: % Value 2019-2023

Table 6 LBN Brand Shares of Staple Foods: % Value 2020-2023

Table 7 Penetration of Private Label by Category: % Value 2018-2023

Table 8 Distribution of Staple Foods by Format: % Value 2018-2023

Table 9 Forecast Sales of Staple Foods by Category: Volume 2023-2028

Table 10 Forecast Sales of Staple Foods by Category: Value 2023-2028

Table 11 Forecast Sales of Staple Foods by Category: % Volume Growth 2023-2028

Table 12 Forecast Sales of Staple Foods by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 Research Sources

BAKED GOODS IN POLAND

KEY DATA FINDINGS

2023 DEVELOPMENTS

Novel approaches seen in baked goods in 2023

Rising operational costs and unit prices drive innovation in bakeries and retailers

Brands push marketing promotions

PROSPECTS AND OPPORTUNITIES

Positive growth anticipated for sweet pies and tarts

Shift towards discount stores and core products as consumers face economic challenges

Potential impact of Ukrainian agricultural import ban on Polish bread production

CATEGORY DATA

Table 13 Sales of Baked Goods by Category: Volume 2018-2023

Table 14 Sales of Baked Goods by Category: Value 2018-2023

Table 15 Sales of Baked Goods by Category: % Volume Growth 2018-2023

Table 16 Sales of Baked Goods by Category: % Value Growth 2018-2023

Table 17 Sales of Pastries by Type: % Value 2018-2023

Table 18 NBO Company Shares of Baked Goods: % Value 2019-2023

Table 19 LBN Brand Shares of Baked Goods: % Value 2020-2023

Table 20 Distribution of Baked Goods by Format: % Value 2018-2023

Table 21 Forecast Sales of Baked Goods by Category: Volume 2023-2028

Table 22 Forecast Sales of Baked Goods by Category: Value 2023-2028

Table 23 Forecast Sales of Baked Goods by Category: % Volume Growth 2023-2028

Table 24 Forecast Sales of Baked Goods by Category: % Value Growth 2023-2028

BREAKFAST CEREALS IN POLAND

KEY DATA FINDINGS

2023 DEVELOPMENTS

Health-positioned breakfast cereals enjoy robust growth in 2023

Players face challenges in maximising sales

Local brand expands with Chrupersy

PROSPECTS AND OPPORTUNITIES

A boost in marketing and consumer education

Expansion of distribution channels

Sustainability to be central in driving development

CATEGORY DATA

Table 25 Sales of Breakfast Cereals by Category: Volume 2018-2023

Table 26 Sales of Breakfast Cereals by Category: Value 2018-2023

Table 27 Sales of Breakfast Cereals by Category: % Volume Growth 2018-2023

Table 28 Sales of Breakfast Cereals by Category: % Value Growth 2018-2023

Table 29 NBO Company Shares of Breakfast Cereals: % Value 2019-2023

Table 30 LBN Brand Shares of Breakfast Cereals: % Value 2020-2023

Table 31 Distribution of Breakfast Cereals by Format: % Value 2018-2023

Table 32 Forecast Sales of Breakfast Cereals by Category: Volume 2023-2028

Table 33 Forecast Sales of Breakfast Cereals by Category: Value 2023-2028

Table 34 Forecast Sales of Breakfast Cereals by Category: % Volume Growth

2023-2028

Table 35 Forecast Sales of Breakfast Cereals by Category: % Value Growth 2023-2028
PROCESSED MEAT, SEAFOOD AND ALTERNATIVES TO MEAT IN POLAND
KEY DATA FINDINGS

2023 DEVELOPMENTS

Polish processed meat and seafood sees brand refreshment and minor innovations
Rising demand for vegetarian and vegan alternatives

Grilling season gives sales a boost

PROSPECTS AND OPPORTUNITIES

Processed seafood to see positive growth

Marketing and influencers to have greater impact on processed meat and seafood in Poland

Meat producers will expand portfolios towards plant-based alternatives

CATEGORY DATA

Table 36 Sales of Processed Meat, Seafood and Alternatives to Meat by Category:
Volume 2018-2023

Table 37 Sales of Processed Meat, Seafood and Alternatives to Meat by Category:
Value 2018-2023

Table 38 Sales of Processed Meat, Seafood and Alternatives to Meat by Category: %
Volume Growth 2018-2023

Table 39 Sales of Processed Meat, Seafood and Alternatives to Meat by Category: %
Value Growth 2018-2023

Table 40 Sales of Shelf Stable Processed Red Meat by Type: % Volume Breakdown
2018-2023

Table 41 Sales of Chilled Processed Red Meat by Type: % Volume Breakdown
2018-2023

Table 42 Sales of Frozen Processed Red Meat by Type: % Volume Breakdown
2018-2023

Table 43 Sales of Frozen Processed Poultry by Type: % Value Breakdown 2018-2023

Table 44 Sales of Frozen Processed Seafood by Type: % Value Breakdown 2018-2023

Table 45 NBO Company Shares of Processed Meat, Seafood and Alternatives to Meat:
% Value 2019-2023

Table 46 LBN Brand Shares of Processed Meat, Seafood and Alternatives to Meat: %
Value 2020-2023

Table 47 Distribution of Processed Meat, Seafood and Alternatives to Meat by Format:
% Value 2018-2023

Table 48 Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by

Category: Volume 2023-2028

Table 49 Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by

Category: Value 2023-2028

PROCESSED FRUIT AND VEGETABLES IN POLAND

KEY DATA FINDINGS

2023 DEVELOPMENTS

Expansion of processed fruit and vegetable offerings in Poland

Frozen products record positive performance in changing market

Fresh products gain ground over shelf stable and frozen alternatives

PROSPECTS AND OPPORTUNITIES

Growth and development forecast for frozen fruits and vegetables

Expected price increase in vegetable and fruit production

Private label and local-sourcing gaining ground

CATEGORY DATA

Table 50 Sales of Processed Fruit and Vegetables by Category: Volume 2018-2023

Table 51 Sales of Processed Fruit and Vegetables by Category: Value 2018-2023

Table 52 Sales of Processed Fruit and Vegetables by Category: % Volume Growth 2018-2023

Table 53 Sales of Processed Fruit and Vegetables by Category: % Value Growth 2018-2023

Table 54 Sales of Frozen Processed Vegetables by Type: % Value Breakdown 2018-2023

Table 55 NBO Company Shares of Processed Fruit and Vegetables: % Value 2019-2023

Table 56 LBN Brand Shares of Processed Fruit and Vegetables: % Value 2020-2023

Table 57 Distribution of Processed Fruit and Vegetables by Format: % Value 2018-2023

Table 58 Forecast Sales of Processed Fruit and Vegetables by Category: Volume 2023-2028

Table 59 Forecast Sales of Processed Fruit and Vegetables by Category: Value 2023-2028

Table 60 Forecast Sales of Processed Fruit and Vegetables by Category: % Volume Growth 2023-2028

Table 61 Forecast Sales of Processed Fruit and Vegetables by Category: % Value Growth 2023-2028

RICE, PASTA AND NOODLES IN POLAND

KEY DATA FINDINGS

2023 DEVELOPMENTS

Category development driven by innovation and convenience

Marketing activities bolster home cooking in Poland

Tan Viet leads noodles with vigorous promotional activity

PROSPECTS AND OPPORTUNITIES

Steady growth anticipated for rice, pasta and noodles

Strategic initiatives and consumer-centric approaches

Pasta to see continued strong growth

CATEGORY DATA

Table 62 Sales of Rice, Pasta and Noodles by Category: Volume 2018-2023

Table 63 Sales of Rice, Pasta and Noodles by Category: Value 2018-2023

Table 64 Sales of Rice, Pasta and Noodles by Category: % Volume Growth 2018-2023

Table 65 Sales of Rice, Pasta and Noodles by Category: % Value Growth 2018-2023

Table 66 Sales of Instant Noodles by Leading Flavours: Rankings 2018-2023

Table 67 NBO Company Shares of Rice, Pasta and Noodles: % Value 2019-2023

Table 68 LBN Brand Shares of Rice, Pasta and Noodles: % Value 2020-2023

Table 69 NBO Company Shares of Rice: % Value 2019-2023

Table 70 LBN Brand Shares of Rice: % Value 2020-2023

Table 71 NBO Company Shares of Pasta: % Value 2019-2023

Table 72 LBN Brand Shares of Pasta: % Value 2020-2023

Table 73 NBO Company Shares of Noodles: % Value 2019-2023

Table 74 LBN Brand Shares of Noodles: % Value 2020-2023

Table 75 Distribution of Rice, Pasta and Noodles by Format: % Value 2018-2023

Table 76 Distribution of Rice by Format: % Value 2018-2023

Table 77 Distribution of Pasta by Format: % Value 2018-2023

Table 78 Distribution of Noodles by Format: % Value 2018-2023

Table 79 Forecast Sales of Rice, Pasta and Noodles by Category: Volume 2023-2028

Table 80 Forecast Sales of Rice, Pasta and Noodles by Category: Value 2023-2028

Table 81 Forecast Sales of Rice, Pasta and Noodles by Category: % Volume Growth 2023-2028

Table 82 Forecast Sales of Rice, Pasta and Noodles by Category: % Value Growth 2023-2028

I would like to order

Product name: Staple Foods in Poland

Product link: <https://marketpublishers.com/r/SD3961D92E92EN.html>

Price: US\$ 2,100.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/SD3961D92E92EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970