

Sweet Spreads in Poland

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Abstracts

In the first half of 2023, sweet spreads in Poland witnessed a surge in innovative flavour profiles, highlighting a trend towards experimental taste combinations. Bartnik Mazowiecki, notably, introduced Kokosowy Orzeszek, a unique blend of hazelnut butter enriched with coconut. This product incorporated honey and cocoa to balance the flavour, offering a new interpretation of nut butter and promising a multi-dimensional taste experience. This spread was not just recommended as a bread spread but...

Euromonitor International's Sweet Spreads 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: Chocolate Spreads, Honey, Jams and Preserves, Nut and Seed Based 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 Sweet Spreads 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

Sweet Spreads in Poland
Euromonitor International
November 2023
List Of Contents And Tables
SWEET SPREADS IN POLAND
KEY DATA FINDINGS

2023 DEVELOPMENTS

Innovation and exploration of flavour profiles
Rising popularity of nut-based spreads
Veganism fuels the demand for nut-based spreads

PROSPECTS AND OPPORTUNITIES

Anticipating increased sales of sweet spreads fuelled by exotic flavours and unique combinations
Health-focused trends shaping the future growth of sweet spreads
Market diversification persists with no clear dominant leader in Polish sweet spreads

CATEGORY DATA

Table 1 Sales of Sweet Spreads by Category: Volume 2018-2023
Table 2 Sales of Sweet Spreads by Category: Value 2018-2023
Table 3 Sales of Sweet Spreads by Category: % Volume Growth 2018-2023
Table 4 Sales of Sweet Spreads by Category: % Value Growth 2018-2023
Table 5 Sales of Jams and Preserves by Leading Flavours: Rankings 2018-2023
Table 6 NBO Company Shares of Sweet Spreads: % Value 2019-2023
Table 7 LBN Brand Shares of Sweet Spreads: % Value 2020-2023
Table 8 Distribution of Sweet Spreads by Format: % Value 2018-2023
Table 9 Forecast Sales of Sweet Spreads by Category: Volume 2023-2028
Table 10 Forecast Sales of Sweet Spreads by Category: Value 2023-2028
Table 11 Forecast Sales of Sweet Spreads by Category: % Volume Growth 2023-2028
Table 12 Forecast Sales of Sweet Spreads by Category: % Value Growth 2023-2028

COOKING INGREDIENTS AND MEALS IN POLAND

EXECUTIVE SUMMARY

Cooking ingredients and meals in 2023: The big picture
Key trends in 2023
Competitive landscape
Channel developments
What next for cooking ingredients and meals?

MARKET DATA

Table 13 Sales of Cooking Ingredients and Meals by Category: Volume 2018-2023

Table 14 Sales of Cooking Ingredients and Meals by Category: Value 2018-2023

Table 15 Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2018-2023

Table 16 Sales of Cooking Ingredients and Meals by Category: % Value Growth 2018-2023

Table 17 NBO Company Shares of Cooking Ingredients and Meals: % Value 2019-2023

Table 18 LBN Brand Shares of Cooking Ingredients and Meals: % Value 2020-2023

Table 19 Penetration of Private Label by Category: % Value 2018-2023

Table 20 Distribution of Cooking Ingredients and Meals by Format: % Value 2018-2023

Table 21 Forecast Sales of Cooking Ingredients and Meals by Category: Volume 2023-2028

Table 22 Forecast Sales of Cooking Ingredients and Meals by Category: Value 2023-2028

Table 23 Forecast Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2023-2028

Table 24 Forecast Sales of Cooking Ingredients and Meals by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 Research Sources

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