

Sweet Spreads in Poland

November 2023

Table of Contents

Sweet Spreads in Poland - Category analysis

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 - Industry Overview

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

DISCLAIMER

SOURCES

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/sweet-spreads-in-poland/report.