



Sauces, Dips and Condiments in Poland

November 2025

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Sauces, Dips and Condiments in Poland - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Shift from dining out to dining in boosts demand

INDUSTRY PERFORMANCE

Solid category growth supported by variety, accessibility and home cooking

Tomato pastes and purées stand out as the most dynamic subcategory

WHAT'S NEXT?

Sustained growth expected as experimentation and affordability drive sales

Health, quality and natural ingredients to steer product development

COMPETITIVE LANDSCAPE

Nestlé Polska SA retains leadership through trusted national brands

Organic and private label products drive dynamism in 2025

CHANNELS

Discounters strengthen leadership through price, promotions and reach

Small local grocers and forecourt retailers expand through convenience

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Cooking Ingredients and Meals in Poland - Industry Overview

EXECUTIVE SUMMARY

Value growth largely due to higher costs and higher prices

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Healthier choices gain importance as consumers embrace cleaner labels

Convenience stores expand reach as proximity shopping strengthens

WHAT'S NEXT?

Steady forecast growth supported by essential categories and product diversity

Competitive landscape evolves as retailers strengthen private label offerings

Discounters to retain dominance while convenience formats gain ground

COMPETITIVE LANDSCAPE

Unilever Polska SA retains leadership in a fragmented, competitive market

Zabka Polska and smaller specialists drive dynamism through innovation and reach

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Forecourt retailers gain traction with convenience and on-the-go meal options

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