



Euromonitor
International

Other Dairy in Poland

August 2026

Table of Contents

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Other Dairy Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Other Dairy

INDUSTRY PERFORMANCE

High-Protein Fromage Frais and Quark Drives Robust Value Growth Despite Demographic Headwinds

Discounters Drive Growth in Chilled Snacks through Accessible Functional Indulgence

Chart 2 - Biedronka's Go Active Protein Pudding Brings Functional Indulgence to Discounter Shelves

Lidl's Domestic Coconut Cream Sets New Standard for Plant-Based Alternatives

Chart 3 - Lidl's Coconut Whipping Cream Shows Plant-Based Is Reaching Mainstream Audiences

Chart 4 - Value Sales 2021-2031

Chart 5 - Value Sales by Category 2026

WHAT'S NEXT?

Private Label Functional Desserts to Reshape Taste and Innovation Race

Domestic Plant-Based Cream to Challenge Dairy with Performance and Price

Chart 6 - Analyst Insight for Other Dairy

High-Protein Fromage Frais and Quark Set to Extend Growth Lead through Innovation

Chart 7 - Forecast Value Sales 2021-2031

Chart 8 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Osm Piatnica Defends Lead as Discounters Support Private Label

Chart 9 - Company Shares 2026

Chart 10 - Brand Shares 2026

CHANNELS

Discounters Expand Private Label and Outperform in Functional Desserts

E-Commerce Leverages Long-Life Cream and Condensed Milk for Fastest Growth

Chart 11 - Retail Channels 2021-2026

PRODUCTS

Evolving Consumer Expectations Dictate New Product Development

Accessible Formats Lead the Latest Wave of Launches

Mainstream Accessibility Intensifies Competitive Pressures

ECONOMIC CONTEXT

Chart 12 - Economic Context for Other Dairy

Chart 13 - Real GDP Growth 2021-2031

Chart 14 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 15 - Consumer Context for Other Dairy

Chart 16 - Population 2021-2031

Chart 17 - Population by Generation 2026

Chart 18 - Consumer Expenditure 2021-2031

COUNTRY REPORTS DISCLAIMER

EXECUTIVE SUMMARY

2026 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 19 - Key Industry Trends for Dairy Products and Alternatives

INDUSTRY PERFORMANCE

Functional Innovation and Premiumisation Drive Resilient Growth in Dairy Products and Alternatives

Cross-Category Expansion Redefines Everyday Dairy Portfolios

Chart 20 - Laciato Protein+ Shows Functionality Spreading across Dairy Portfolios

Alpro Raises the Bar for Taste, Fortification and Versatility in Plant-Based Space

Chart 21 - Alpro's Fortified Plant-Based Range Is Example of Entry into Mainstream Retail

Chart 22 - Value Sales by Category 2026

WHAT'S NEXT?

Functional Positioning Set to Shift From Differentiation to Expectation

Chart 23 - Analyst Insight for Dairy Products and Alternatives

Plant-Based Launches Set to Close the Gap with Conventional Dairy Options

Chart 24 - Forecast Value Sales 2021-2031

Chart 25 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Jeronimo Martins and Sm Mlekpól Defend Share as Innovation Reshapes Leadership

Chart 26 - Company Shares 2026

Chart 27 - Brand Shares 2026

CHANNELS

Discounters Expand Functional and Plant-Based Lines to Outpace Rivals

Zabka Leverages Food-To-Go to Capture Out-Of-Home Occasions

Online Grocery Accelerates with Shelf-Stable and Functional Formats

Chart 28 - Retail Channels 2021-2026

PRODUCTS

Shifting Consumer Expectations Redefine Everyday Dairy and Alternatives

Cross-Category Platforms and Occasion-Specific Formulations Lead Launches

Elevated Baseline Expectations Reshape Competitive and Retail Dynamics

ECONOMIC CONTEXT

Chart 29 - Economic Context for Dairy Products and Alternatives

Chart 30 - Real GDP Growth 2021-2031

Chart 31 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 32 - Consumer Context for Dairy Products and Alternatives

Chart 33 - Population 2021-2031

Chart 34 - Population by Generation 2026

Chart 35 - Consumer Expenditure 2021-2031

COUNTRY REPORTS DISCLAIMER

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/other-dairy-in-poland/report.