



Baked Goods in Poland

November 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Inflation, tradition and convenience shape another year of solid performance

INDUSTRY PERFORMANCE

Bread and pastries remain cultural mainstays amid rising prices

Frozen baked goods accelerate on convenience and private label strength

WHAT'S NEXT?

Everyday staples remain resilient as habits evolve toward variety and convenience

Health and wellness positioning strengthens through whole grains and natural recipes

Premiumisation through artisanal and specialty products continues to gather pace

COMPETITIVE LANDSCAPE

Artisanal producers lead the market as consumers prioritise freshness and tradition

Dijo Baking gains traction through convenient, affordable and versatile formats

CHANNELS

Discounters maintain leadership through affordability and breadth of offer

Convenience stores thrive on proximity and impulse-driven bakery purchases

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Staple Foods in Poland - Industry Overview

EXECUTIVE SUMMARY

Affordability, private label expansion and health awareness drive category growth

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Plant-based and sustainable diets gain momentum among younger consumers

Clean labels and natural positioning shape product development

WHAT'S NEXT?

Everyday staples sustain future growth amid mature consumption patterns

Private label continues to expand through affordability and improved perception

Discounters and convenience stores reinforce accessibility while e-commerce evolves

COMPETITIVE LANDSCAPE

Artisanal baked goods strengthen appeal through quality, freshness and authenticity
Vivera capitalises on plant-based momentum with broad retail presence

CHANNELS

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