



**Euromonitor
International**

Breakfast Cereals in Poland

November 2025

Table of Contents

Breakfast Cereals in Poland - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Health, convenience and trading-up within hot cereals drive category expansion

INDUSTRY PERFORMANCE

Demand rises as consumers seek fast, nutritious breakfasts

Hot cereals gain momentum as a lower-sugar, higher-fibre alternative

WHAT'S NEXT?

Steady category growth as cereals consolidate their role in everyday routines

Health-driven innovation favours oats, whole grains and reduced-sugar recipes

Premiumisation and private label expansion reshape competitive dynamics

COMPETITIVE LANDSCAPE

Nestlé builds on breadth, brand recognition and nutrition-focused positioning

Melvit capitalises on hot cereal momentum and local credentials

CHANNELS

Discounters dominate on price, choice and one-stop convenience

Small local grocers gain momentum through proximity and tailored assortments

CATEGORY DATA

Table 1 - Sales of Breakfast Cereals by Category: Volume 2020-2025

Table 2 - Sales of Breakfast Cereals by Category: Value 2020-2025

Table 3 - Sales of Breakfast Cereals by Category: % Volume Growth 2020-2025

Table 4 - Sales of Breakfast Cereals by Category: % Value Growth 2020-2025

Table 5 - NBO Company Shares of Breakfast Cereals: % Value 2021-2025

Table 6 - LBN Brand Shares of Breakfast Cereals: % Value 2022-2025

Table 7 - Distribution of Breakfast Cereals by Format: % Value 2020-2025

Table 8 - Forecast Sales of Breakfast Cereals by Category: Volume 2025-2030

Table 9 - Forecast Sales of Breakfast Cereals by Category: Value 2025-2030

Table 10 - Forecast Sales of Breakfast Cereals by Category: % Volume Growth 2025-2030

Table 11 - Forecast Sales of Breakfast Cereals by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

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

Discounters consolidate dominance through price leadership and trust
Convenience stores gain ground through proximity and flexible shopping missions

MARKET DATA

Table 12 - Sales of Staple Foods by Category: Volume 2020-2025
Table 13 - Sales of Staple Foods by Category: Value 2020-2025
Table 14 - Sales of Staple Foods by Category: % Volume Growth 2020-2025
Table 15 - Sales of Staple Foods by Category: % Value Growth 2020-2025
Table 16 - NBO Company Shares of Staple Foods: % Value 2021-2025
Table 17 - LBN Brand Shares of Staple Foods: % Value 2022-2025
Table 18 - Penetration of Private Label by Category: % Value 2020-2025
Table 19 - Distribution of Staple Foods by Format: % Value 2020-2025
Table 20 - Forecast Sales of Staple Foods by Category: Volume 2025-2030
Table 21 - Forecast Sales of Staple Foods by Category: Value 2025-2030
Table 22 - Forecast Sales of Staple Foods by Category: % Volume Growth 2025-2030
Table 23 - Forecast Sales of Staple Foods by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

SOURCES

Summary 1 - Research 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/breakfast-cereals-in-poland/report.