



**Euromonitor
International**

Staple Foods in Poland

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Staple Foods in Poland

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Affordability, private label expansion and health awareness drive category growth

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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

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Inflation, tradition and convenience shape another year of solid performance

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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
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[Breakfast Cereals in Poland](#)

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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
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INDUSTRY PERFORMANCE

Processed fruit and vegetables sustain double-digit value growth amid inflation and changing habits

Frozen fruit and vegetables lead category performance with focus on convenience and quality

WHAT'S NEXT?

Sustained growth driven by health awareness and practical consumption habits

Health and wellness trends strengthen focus on fibre, purity and clean labels

Air fryer adoption and home cooking trends expand consumption occasions

COMPETITIVE LANDSCAPE

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KEY DATA FINDINGS

2025 DEVELOPMENTS

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INDUSTRY PERFORMANCE

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WHAT'S NEXT?

Continued growth across meat, seafood and plant-based proteins

Health and clean label trends reshape production and purchasing decisions

Regulatory recognition supports long-term plant-based category development

COMPETITIVE LANDSCAPE

Animex consolidates leadership with diversified portfolio and trusted brands

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[Rice, Pasta and Noodles in Poland](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Everyday affordability and versatility underpin category momentum

INDUSTRY PERFORMANCE

Staple carbohydrates support steady value growth in a cost-conscious environment

Pasta outperforms thanks to convenience, variety and changing meal habits

WHAT'S NEXT?

Steady growth outlook supported by home cooking and experimentation

Better-for-you pasta and rice options expand as health awareness grows

Premiumisation and private label expansion reshape competitive dynamics

COMPETITIVE LANDSCAPE

Private label strength at Biedronka underpins Jeronimo Martins Polska's leadership
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