



Euromonitor
International

Meals and Soups in Poland

November 2025

Table of Contents

KEY DATA FINDINGS

2025 DEVELOPMENTS

Widening range appeals to busy urbanites

INDUSTRY PERFORMANCE

Convenient meal solutions gain ground as lifestyles accelerate

Pizza leads growth as variety and accessibility expand

WHAT'S NEXT?

Demand for ready-to-eat convenience to sustain growth

Healthier positioning and clean-label claims to shape product development

COMPETITIVE LANDSCAPE

Unilever Polska SA maintains leadership through trusted brands

Zabka and other domestic producers drive category dynamism

CHANNELS

Discounters dominate as affordability and accessibility remain key

Forecourt retailers thrive on convenience and flexible shopping hours

CATEGORY DATA

Table 1 - Sales of Meals and Soups by Category: Volume 2020-2025

Table 2 - Sales of Meals and Soups by Category: Value 2020-2025

Table 3 - Sales of Meals and Soups by Category: % Volume Growth 2020-2025

Table 4 - Sales of Meals and Soups by Category: % Value Growth 2020-2025

Table 5 - Sales of Chilled Ready Meals by Ethnicity: % Value 2020-2025

Table 6 - Sales of Frozen Ready Meals by Ethnicity: % Value 2020-2025

Table 7 - Sales of Soup by Leading Flavours: Rankings 2020-2025

Table 8 - NBO Company Shares of Meals and Soups: % Value 2021-2025

Table 9 - LBN Brand Shares of Meals and Soups: % Value 2022-2025

Table 10 - Distribution of Meals and Soups by Format: % Value 2020-2025

Table 11 - Forecast Sales of Meals and Soups by Category: Volume 2025-2030

Table 12 - Forecast Sales of Meals and Soups by Category: Value 2025-2030

Table 13 - Forecast Sales of Meals and Soups by Category: % Volume Growth 2025-2030

Table 14 - Forecast Sales of Meals and Soups by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

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

CHANNELS

Discounters consolidate leadership through price competitiveness and product breadth

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

MARKET DATA

Table 15 - Sales of Cooking Ingredients and Meals by Category: Volume 2020-2025

Table 16 - Sales of Cooking Ingredients and Meals by Category: Value 2020-2025

Table 17 - Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2020-2025

Table 18 - Sales of Cooking Ingredients and Meals by Category: % Value Growth 2020-2025

Table 19 - NBO Company Shares of Cooking Ingredients and Meals: % Value 2021-2025

Table 20 - LBN Brand Shares of Cooking Ingredients and Meals: % Value 2022-2025

Table 21 - Penetration of Private Label by Category: % Value 2020-2025

Table 22 - Distribution of Cooking Ingredients and Meals by Format: % Value 2020-2025

Table 23 - Forecast Sales of Cooking Ingredients and Meals by Category: Volume 2025-2030

Table 24 - Forecast Sales of Cooking Ingredients and Meals by Category: Value 2025-2030

Table 25 - Forecast Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2025-2030

Table 26 - Forecast Sales of Cooking Ingredients and Meals 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/meals-and-soups-in-poland/report.