

Innovation: Food and Beverage in Poland

November 2023

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INNOVATION IN FOOD AND BEVERAGE

In-country launches account for nearly half of detected launches in Poland in 2022

Packaged food accounts for almost 40% of detected launches in Poland in 2022

New launches in Poland in 2022: soft drinks and hot drinks

New launches in Poland in 2022: packaged food alcoholic drinks, and pet care

Brand-level launches account for approximately 12% of new launches in 2022

Animal Island offers 100% natural ingredients to align with rising health trends

Animal Island launches through online pet care store KrakVet in Poland

Subbrand launches in Poland focus on healthy ingredients and formulas in 2022

Big-Active offers a healthy beverage with sustainable qualities to meet demand in 2022

Big-Active Cherry & Fig launched through Spar in Poland before expanding

Top three online grocery retailers account for 43% of detected launches in 2022

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