

HW Dairy Products and Alternatives in Poland

November 2023

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KEY DATA FINDINGS

2022 DEVELOPMENTS

Activities to promote vegan dairy products and alternatives

In 2022, the natural claim leads health and wellness dairy products and alternatives, as such products enjoy greater consumer trust

Consumers look for energy boosting claims due to busy lives and challenges recovering from COVID-19

PROSPECTS AND OPPORTUNITIES

Popularity of lactose-free and vegan products to stimulate sales

Natural also set to see the strongest absolute growth in health and wellness dairy products and alternatives over the forecast period

Concerns about health, animal welfare and the environment mean vegetarian will be a claim to watch

CATEGORY DATA

Table 1 - Sales of Dairy Products and Alternatives by Health and Wellness Type: Value 2019-2022

Table 2 - Sales of Dairy Products and Alternatives by Health and Wellness Type: % Value Growth 2019-2022

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Health and Wellness in Poland - Industry Overview

EXECUTIVE SUMMARY

Overview

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