

Baked Goods in Poland

November 2023

Table of Contents

Baked Goods in Poland - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Novel approaches seen in baked goods in 2023 Rising operational costs and unit prices drive innovation in bakeries and retailers Brands push marketing promotions

PROSPECTS AND OPPORTUNITIES

Positive growth anticipated for sweet pies and tarts Shift towards discount stores and core products as consumers face economic challenges Potential impact of Ukrainian agricultural import ban on Polish bread production

CATEGORY DATA

Table 1 - Sales of Baked Goods by Category: Volume 2018-2023
Table 2 - Sales of Baked Goods by Category: Value 2018-2023
Table 3 - Sales of Baked Goods by Category: % Volume Growth 2018-2023
Table 4 - Sales of Baked Goods by Category: % Value Growth 2018-2023
Table 5 - Sales of Pastries by Type: % Value 2018-2023
Table 6 - NBO Company Shares of Baked Goods: % Value 2019-2023
Table 7 - LBN Brand Shares of Baked Goods: % Value 2020-2023
Table 8 - Distribution of Baked Goods by Category: Volume 2023-2028
Table 9 - Forecast Sales of Baked Goods by Category: Value 2023-2028
Table 10 - Forecast Sales of Baked Goods by Category: % Volume Growth 2023-2028
Table 11 - Forecast Sales of Baked Goods by Category: % Value Growth 2023-2028

Staple Foods in Poland - Industry Overview

EXECUTIVE SUMMARY

Staple foods in 2023: The big picture Key trends in 2023 Competitive landscape Channel developments What next for staple foods?

MARKET DATA

Table 13 - Sales of Staple Foods by Category: Volume 2018-2023Table 14 - Sales of Staple Foods by Category: Value 2018-2023Table 15 - Sales of Staple Foods by Category: % Volume Growth 2018-2023Table 16 - Sales of Staple Foods by Category: % Value Growth 2018-2023Table 17 - NBO Company Shares of Staple Foods: % Value 2019-2023Table 18 - LBN Brand Shares of Staple Foods: % Value 2020-2023Table 19 - Penetration of Private Label by Category: % Value 2018-2023Table 20 - Distribution of Staple Foods by Format: % Value 2018-2023Table 21 - Forecast Sales of Staple Foods by Category: Volume 2023-2028Table 22 - Forecast Sales of Staple Foods by Category: % Volume Growth 2023-2028Table 23 - Forecast Sales of Staple Foods by Category: % Value 2023-2028Table 24 - Forecast Sales of Staple Foods by Category: % Value Growth 2023-2028

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SOURCES

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