Euromonitor International

Baked Goods in Poland

November 2025

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Baked Goods in Poland - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Inflation, tradition and convenience shape another year of solid performance

INDUSTRY PERFORMANCE

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
Dijo Baking gains traction through convenient, affordable and versatile formats

CHANNELS

Discounters maintain leadership through affordability and breadth of offer
Convenience stores thrive on proximity and impulse-driven bakery purchases

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Staple Foods in Poland - Industry Overview

EXECUTIVE SUMMARY

Affordability, private label expansion and health awareness drive category growth

KEY DATA FINDINGS

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

CHANNELS

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/baked-goods-in-poland/report.