



Savoury Snacks in Poland

July 2026

Table of Contents

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Savoury Snacks Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Savoury Snacks

INDUSTRY PERFORMANCE

Economic Stability and Rising Consumer Spending Support Growth

Spicy Flavour Innovation Resonates with Younger Demographics

Chart 2 - Lay'S Expands Range

Gen Z Drives Spicy Flavour Adoption as Incomes Rise Steadily

Chart 3 - Value Sales 2021-2031

Chart 4 - Volume Sales 2021-2031

Chart 5 - Value Sales by Category 2026

WHAT'S NEXT?

Premium and Value Offerings Set to Drive Expansion in Nuts, Seeds and Trail Mixes

Alternative Chips Expected to Gain Momentum through Wider Retail Distribution

Premiumisation and Private Label to Redefine Competitive Positioning

Chart 6 - Analyst Insight for Savoury Snacks

Chart 7 - Forecast Value Sales 2021-2031

Chart 8 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Lay'S Secures Leadership as Mars Adds Pringles to Its Portfolio

Chart 9 - Company Shares 2026

Chart 10 - Brand Shares 2026

CHANNELS

Discounters Strengthen Leadership through Expansion and Value Positioning

Premiumisation and Changing Consumption Habits Reshape Retail Demand

E-Commerce Remains a Complementary Channel

Chart 11 - Retail Channels 2021-2026

PRODUCTS

Chilli Provenance and "Swicy" Fusions Extend Bold Flavour Innovation

Mars' Acquisition of Pringles Reshapes Competitive Dynamics

Premium, Value and Health-Oriented Products Compete for Shelf Space

Chart 12 - Private-Label and "Wybiegaj To" Activation Strengthen Value Perception

ECONOMIC CONTEXT

Chart 13 - Economic Context for Savoury Snacks

Chart 14 - Real Gdp Growth 2021-2031

Chart 15 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 16 - Consumer Context for Savoury Snacks

Chart 17 - Population 2021-2031

Chart 18 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

EXECUTIVE SUMMARY

2026 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 19 - Key Industry Trends for Snacks

INDUSTRY PERFORMANCE

Price-Led Growth Masks Diverging Snacks Performance

Consumer Insights Drive Product Development and Retail Influence

Chart 20 - Good Lood, Kraków

Affordability Strategies Redefine Value across Poland'S Snacks Industry

Chart 21 - Value Sales 2021-2031

Chart 22 - Value Sales by Category 2026

WHAT'S NEXT?

Snacks Expected to Deliver Steady Value Growth as Inflation-Led Gains Moderate

Meal-Replacement Snacking Accelerates Growth in Protein and Energy Bars

Discounters to Strengthen Their Position as Value and Premiumisation Diverge

Chart 23 - Analyst Insight for Snacks

Chart 24 - Forecast Value Sales 2021-2031

Chart 25 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Fragmentation Persists Despite Strong Branded Leadership

Mars Strengthens Its Position While Private Label Gains Momentum

Manufacturers Invest in Premiumisation, Functionality and Flavour Innovation

Chart 26 - Company Shares 2026

Chart 27 - Brand Shares 2026

CHANNELS

Biedronka and Lidl Strengthen Discounter Leadership as Snack Consumption Shifts Towards Retail

Zabka and Froneri Use Convenience Retail to Capture Snackification and Impulse Demand

Sunday Trading Restrictions and Rapid Delivery Support Modest E-Commerce Growth

Chart 28 - Retail Channels 2021-2026

PRODUCTS

Converging Lifestyle Trends Accelerate Functional and Occasion-Led Innovation

Recent Launches Reflect the Breadth and Ambition of Innovation Activity

Chart 29 - Moonsy's High Protein Snacks

Innovation Increasingly Serves as a Margin and Volume Defence Mechanism

ECONOMIC CONTEXT

Chart 30 - Economic Context for Snacks

Chart 31 - Real Gdp Growth 2021-2031

Chart 32 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 33 - Consumer Context for Snacks

Chart 34 - Population 2021-2031

COUNTRY REPORTS DISCLAIMER

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/savoury-snacks-in-poland/report.