



Edible Oils in Poland

November 2025

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Edible Oils in Poland - Category analysis

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2025 DEVELOPMENTS

Rising production costs impact price and boost interest in private label

INDUSTRY PERFORMANCE

Stable growth supported by home cooking and diverse usage

Rising interest in alternative oils fuels category diversification

WHAT'S NEXT?

Steady forecast growth anchored in everyday cooking and familiarity

Health awareness to reinforce consumer preference for natural oils

COMPETITIVE LANDSCAPE

ZT Kruszwica SA consolidates leadership with strong local sourcing

Imported olive oil brands gain momentum amid premiumisation

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Discounters remain dominant as consumers seek value and accessibility

E-commerce expands rapidly from a small base

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Cooking Ingredients and Meals in Poland - Industry Overview

EXECUTIVE SUMMARY

Value growth largely due to higher costs and higher prices

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Healthier choices gain importance as consumers embrace cleaner labels

Convenience stores expand reach as proximity shopping strengthens

WHAT'S NEXT?

Steady forecast growth supported by essential categories and product diversity

Competitive landscape evolves as retailers strengthen private label offerings

Discounters to retain dominance while convenience formats gain ground

COMPETITIVE LANDSCAPE

Unilever Polska SA retains leadership in a fragmented, competitive market
Zabka Polska and smaller specialists drive dynamism through innovation and reach

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