



Sweet Spreads in Poland

November 2025

Table of Contents

KEY DATA FINDINGS

2025 DEVELOPMENTS

Consumers seek more natural ingredients and healthier options

INDUSTRY PERFORMANCE

Traditional favourites remain strong as home consumption endures

Nut and seed-based spreads lead category expansion

WHAT'S NEXT?

Steady growth ahead as health and tradition coexist

Innovation centred on natural, reduced-sugar and functional benefits

COMPETITIVE LANDSCAPE

Ferrero Polska Sp. z o.o. sustains leadership through strong brand equity

Podravka gains ground through traditional appeal

CHANNELS

Discounters remain dominant as affordability and choice drive loyalty

Local grocers and online retail expand through proximity and accessibility

CATEGORY DATA

Table 1 - Sales of Sweet Spreads by Category: Volume 2020-2025

Table 2 - Sales of Sweet Spreads by Category: Value 2020-2025

Table 3 - Sales of Sweet Spreads by Category: % Volume Growth 2020-2025

Table 4 - Sales of Sweet Spreads by Category: % Value Growth 2020-2025

Table 5 - Sales of Jams and Preserves by Leading Flavours: Rankings 2020-2025

Table 6 - NBO Company Shares of Sweet Spreads: % Value 2021-2025

Table 7 - LBN Brand Shares of Sweet Spreads: % Value 2022-2025

Table 8 - Distribution of Sweet Spreads by Format: % Value 2020-2025

Table 9 - Forecast Sales of Sweet Spreads by Category: Volume 2025-2030

Table 10 - Forecast Sales of Sweet Spreads by Category: Value 2025-2030

Table 11 - Forecast Sales of Sweet Spreads by Category: % Volume Growth 2025-2030

Table 12 - Forecast Sales of Sweet Spreads by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

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

CHANNELS

Discounters consolidate leadership through price competitiveness and product breadth

Forecourt retailers gain traction with convenience and on-the-go meal options

MARKET DATA

Table 13 - Sales of Cooking Ingredients and Meals by Category: Volume 2020-2025

Table 14 - Sales of Cooking Ingredients and Meals by Category: Value 2020-2025

Table 15 - Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2020-2025

Table 16 - Sales of Cooking Ingredients and Meals by Category: % Value Growth 2020-2025

Table 17 - NBO Company Shares of Cooking Ingredients and Meals: % Value 2021-2025

Table 18 - LBN Brand Shares of Cooking Ingredients and Meals: % Value 2022-2025

Table 19 - Penetration of Private Label by Category: % Value 2020-2025

Table 20 - Distribution of Cooking Ingredients and Meals by Format: % Value 2020-2025

Table 21 - Forecast Sales of Cooking Ingredients and Meals by Category: Volume 2025-2030

Table 22 - Forecast Sales of Cooking Ingredients and Meals by Category: Value 2025-2030

Table 23 - Forecast Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2025-2030

Table 24 - Forecast Sales of Cooking Ingredients and Meals by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

SOURCES

Summary 1 - Research Sources

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/sweet-spreads-in-poland/report.