Euromonitor International

Staple Foods in Poland

November 2025

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Staple Foods in Poland

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

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Discounters consolidate dominance through price leadership and trust
Convenience stores gain ground through proximity and flexible shopping missions

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Baked Goods in Poland

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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

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Convenience stores thrive on proximity and impulse-driven bakery purchases

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2025 DEVELOPMENTS

Health, convenience and trading-up within hot cereals drive category expansion

INDUSTRY PERFORMANCE

Demand rises as consumers seek fast, nutritious breakfasts
Hot cereals gain momentum as a lower-sugar, higher-fibre alternative

WHAT'S NEXT?

Steady category growth as cereals consolidate their role in everyday routines
Health-driven innovation favours oats, whole grains and reduced-sugar recipes
Premiumisation and private label expansion reshape competitive dynamics

COMPETITIVE LANDSCAPE

Nestlé builds on breadth, brand recognition and nutrition-focused positioning
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KEY DATA FINDINGS

2025 DEVELOPMENTS

Convenience, affordability and wellness focus sustain strong category performance

INDUSTRY PERFORMANCE

Processed fruit and vegetables sustain double-digit value growth amid inflation and changing habits
Frozen fruit and vegetables lead category performance with focus on convenience and quality

WHAT'S NEXT?

Sustained growth driven by health awareness and practical consumption habits
Health and wellness trends strengthen focus on fibre, purity and clean labels
Air fryer adoption and home cooking trends expand consumption occasions

COMPETITIVE LANDSCAPE

Jeronimo Martins Polska strengthens leadership through private label and pricing strategy
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KEY DATA FINDINGS

2025 DEVELOPMENTS

Rising prices, evolving health preferences and plant-based innovation underpin strong performance

INDUSTRY PERFORMANCE

Traditional staples sustain growth despite price pressures
Plant-based meat and seafood substitutes expand rapidly through innovation and accessibility

WHAT'S NEXT?

Continued growth across meat, seafood and plant-based proteins
Health and clean label trends reshape production and purchasing decisions
Regulatory recognition supports long-term plant-based category development

COMPETITIVE LANDSCAPE

Animex consolidates leadership with diversified portfolio and trusted brands
Vivera leverages plant-based momentum to accelerate share gains

CHANNELS

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Rice, Pasta and Noodles in Poland

KEY DATA FINDINGS

2025 DEVELOPMENTS

Everyday affordability and versatility underpin category momentum

INDUSTRY PERFORMANCE

Staple carbohydrates support steady value growth in a cost-conscious environment
Pasta outperforms thanks to convenience, variety and changing meal habits

WHAT'S NEXT?

Steady growth outlook supported by home cooking and experimentation
Better-for-you pasta and rice options expand as health awareness grows
Premiumisation and private label expansion reshape competitive dynamics

COMPETITIVE LANDSCAPE

Private label strength at Biedronka underpins Jeronimo Martins Polska's leadership
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CHANNELS

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