



Euromonitor
International

Plant-Based Dairy in Poland

August 2026

Table of Contents

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Plant-Based Dairy Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Plant-Based Dairy

INDUSTRY PERFORMANCE

Oatly Expands Café-Style Formats to Reach New Drink Occasions

Chart 2 - Oatly's Rtd Matcha Launch Brings Café-Style Plant-Based Drinks to Mainstream Retail

Plant-Based Cheese Narrows Taste Gap and Accelerates Growth

Fortification Becomes a Baseline as Brands Compete on Taste

Chart 3 - Alpro Oatmeal Markets Functional Health Benefits

Chart 4 - Value Sales 2021-2031

Chart 5 - Value Sales by Category 2026

WHAT'S NEXT?

Format Innovation and Convenience Set to Sustain Plant-Based Dairy Expansion through to 2031

Chart 6 - Analyst Insight for Plant-Based Dairy

Plant-Based Cheese to Improve Melt and Stretch to Capture Flexitarians

Chart 7 - Forecast Value Sales 2021-2031

Chart 8 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Danone Defends Leadership as Challengers Win Younger Shoppers

Chart 9 - Company Shares 2026

Chart 10 - Brand Shares 2026

CHANNELS

Discounters Expand Plant-Based Ranges to Consolidate Leadership

E-Commerce Attracts Flexitarian Shoppers with Convenience and Choice

Chart 11 - Retail Channels 2021-2026

PRODUCTS

Formulating for Complex Consumption Occasions

Next-Generation Textures and Culinary Applications

Elevated Development Costs Reshape the Competitive Landscape

ECONOMIC CONTEXT

Chart 12 - Economic Context for Plant-Based Dairy

Chart 13 - Real GDP Growth 2021-2031

Chart 14 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 15 - Consumer Context for Plant-Based Dairy

Chart 16 - Population 2021-2031

Chart 17 - Population by Generation 2026

Chart 18 - Consumer Expenditure 2021-2031

COUNTRY REPORTS DISCLAIMER

EXECUTIVE SUMMARY

2026 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 19 - Key Industry Trends for Dairy Products and Alternatives

INDUSTRY PERFORMANCE

Functional Innovation and Premiumisation Drive Resilient Growth in Dairy Products and Alternatives

Cross-Category Expansion Redefines Everyday Dairy Portfolios

Chart 20 - Laciare Protein+ Shows Functionality Spreading across Dairy Portfolios

Alpro Raises the Bar for Taste, Fortification and Versatility in Plant-Based Space

Chart 21 - Alpro's Fortified Plant-Based Range Is Example of Entry into Mainstream Retail

Chart 22 - Value Sales by Category 2026

WHAT'S NEXT?

Functional Positioning Set to Shift From Differentiation to Expectation

Chart 23 - Analyst Insight for Dairy Products and Alternatives

Plant-Based Launches Set to Close the Gap with Conventional Dairy Options

Chart 24 - Forecast Value Sales 2021-2031

Chart 25 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Jeronimo Martins and Sm Mlekpól Defend Share as Innovation Reshapes Leadership

Chart 26 - Company Shares 2026

Chart 27 - Brand Shares 2026

CHANNELS

Discounters Expand Functional and Plant-Based Lines to Outpace Rivals

Zabka Leverages Food-To-Go to Capture Out-Of-Home Occasions

Online Grocery Accelerates with Shelf-Stable and Functional Formats

Chart 28 - Retail Channels 2021-2026

PRODUCTS

Shifting Consumer Expectations Redefine Everyday Dairy and Alternatives

Cross-Category Platforms and Occasion-Specific Formulations Lead Launches

Elevated Baseline Expectations Reshape Competitive and Retail Dynamics

ECONOMIC CONTEXT

Chart 29 - Economic Context for Dairy Products and Alternatives

Chart 30 - Real GDP Growth 2021-2031

Chart 31 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 32 - Consumer Context for Dairy Products and Alternatives

Chart 33 - Population 2021-2031

Chart 34 - Population by Generation 2026

Chart 35 - Consumer Expenditure 2021-2031

COUNTRY REPORTS DISCLAIMER

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/plant-based-dairy-in-poland/report.