



HW Snacks in Poland

January 2026

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

High protein, natural, and gluten free claims influence snacks in 2024

INDUSTRY PERFORMANCE

Health-led reformulation and functional positioning shape snacks in Poland

Gluten free availability and heightened health awareness support sales of the claim

Simple ingredients and traditional recipes strengthen the appeal of the natural claim

WHAT'S NEXT

High protein, functionality and cleaner formulations are set to drive health-focused growth

The gluten free claim is expected to align with rising demand for lifestyle-driven snacking

The natural claim is set to gain momentum as consumers reach for simple ingredient lists

CATEGORY DATA

Table 1 - Sales of Snacks by Health and Wellness Type: Value 2020-2024

Table 2 - Sales of Snacks by Health and Wellness Type: % Value Growth 2020-2024

Table 3 - Company Shares of Gluten Free Snacks (Biggest HW Type in Global Snacks): % Value 2020-2024

Table 4 - Company Shares of Vegetarian Snacks (2nd Biggest HW Type in Global Snacks): % Value 2020-2024

Table 5 - Company Shares of Organic Snacks (3rd Biggest HW Type in Global Snacks): % Value 2020-2024

Table 6 - Company Shares of Vegan Snacks (4th Biggest HW Type in Global Snacks): % Value 2020-2024

Table 7 - Company Shares of No Allergens Snacks (5th Biggest HW Type in Global Snacks): % Value 2020-2024

Table 8 - Forecast Sales of Snacks by Health and Wellness Type: Value 2024-2029

Table 9 - Forecast Sales of Snacks by Health and Wellness Type: % Value Growth 2024-2029

COUNTRY REPORTS DISCLAIMER

Health and Wellness in Poland - Industry Overview

EXECUTIVE SUMMARY

Consumers seeking natural health and wellness claims

INDUSTRY PERFORMANCE

Natural, minimally processed, and high protein products drive mainstream health-focused choices

Digestive health, sugar reduction, and functional benefits influence innovation

WHAT'S NEXT

Natural ingredients and functional innovation are set to support innovation within food and drink in Poland

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/hw-snacks-in-poland/report.