

HW Cooking Ingredients and Meals in Poland

November 2023

Table of Contents

KEY DATA FINDINGS

2022 DEVELOPMENTS

Adding value through vegan and clean label

Concern about overprocessing of food helps natural to lead sales of health and wellness cooking ingredients and meals

Good source of antioxidants records growth as consumers look for functional products, while low fat also sees rising value sales in 2022

PROSPECTS AND OPPORTUNITIES

Innovations in the vegetarian and vegan space set to stimulate sales

Natural to see the most promising absolute growth in health and wellness cooking ingredients and meals as consumers avoid overprocessed foods

No allergens expected to record value growth as consumers look after themselves and the planet

CATEGORY DATA

Table 1 - Sales of Cooking Ingredients and Meals by Health and Wellness Type: Value 2019-2022

Table 2 - Sales of Cooking Ingredients and Meals by Health and Wellness Type: % Value Growth 2019-2022

Table 3 - Company Shares of Organic Cooking Ingredients and Meals (Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2022

Table 4 - Company Shares of Gluten Free Cooking Ingredients and Meals (2nd Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2022

Table 5 - Company Shares of Vegetarian Cooking Ingredients and Meals (3rd Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2022

Table 6 - Company Shares of Vegan Cooking Ingredients and Meals (4th Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2022

Table 7 - Company Shares of Natural Cooking Ingredients and Meals (5th Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2022

Table 8 - Forecast Sales of Cooking Ingredients and Meals by Health and Wellness Type: Value 2022-2027

Table 9 - Forecast Sales of Cooking Ingredients and Meals by Health and Wellness Type: % Value Growth 2022-2027

Health and Wellness in Poland - Industry Overview

EXECUTIVE SUMMARY

Overview

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