

MARKET INNOVATION OVERVIEW

CATEGORY: Bread, Pastry & Confectionery | **COUNTRY:** Poland

Este documento foi elaborado no âmbito do projeto PortugalFoods Qualifica, com o objetivo de criar informação de alto valor acrescentado para as PME e restantes entidades do setor agroalimentar nacional, para que estas se possam posicionar estrategicamente no contexto do mercado global.

A informação contida neste documento provém do Observatório da PortugalFoods que, com recurso à plataforma Mintel, permite contribuir para a qualificação e sensibilização do setor agroalimentar, tanto ao nível do conhecimento sobre novos produtos e técnicas de produção, como ao nível do acompanhamento da evolução tecnológica e da evolução das preferências do consumidor.

A Mintel cataloga mais de 38 000 novos lançamentos de produto por mês, provenientes dos 86 mercados que monitoriza, analisando e categorizando todos os seus atributos, tais como os ingredientes, posicionamento e comunicação ao consumidor.

O Observatório da PortugalFoods constitui-se assim como uma ferramenta de grande importância para alicerçar o conhecimento das empresas do Setor Agroalimentar.

A REGIONAL INTRODUCTION:

BREAD, PASTRY & CONFECTIONERY IN EUROPE, MIDDLE EAST AND AFRICA

BREAD AND BREAD PRODUCTS

Expect more gut-friendly recipes: Digestive discomfort is a common reason for consumers to avoid bread. Explore more digestive-friendly recipes with healthy grains and seeds to jump on the gut-health trend. Fibre and probiotics can also pave the way for digestive-friendly bread.

CAKES AND SWEET BAKERY

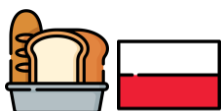
Provide more diet-friendly options: Despite the indulgent nature of most cakes, consumers are also seeking out more healthful options to meet their evolving dietary requirements, from reduced sugar to low fat and lowcalorie options.

BISCUITS, COOKIES AND CRACKERS

Permissible snacking: Biscuits which feature healthy and nutritionally dense ingredients, such as teff flour or so-called superfoods, can resonate with consumers who are looking for a better-for-you snack without sacrificing on indulgence.

CHOCOLATE

Shrink format sizes: A way to reduce sugar content without compromising flavour appeal is through portion control. Launching bite-sized formats has proven to be a popular strategy to deliver a permissible indulgence, enabling consumers to maintain portion control.



BREAD, PASTRY & CONFECTIONERY IN POLAND

Market Overview

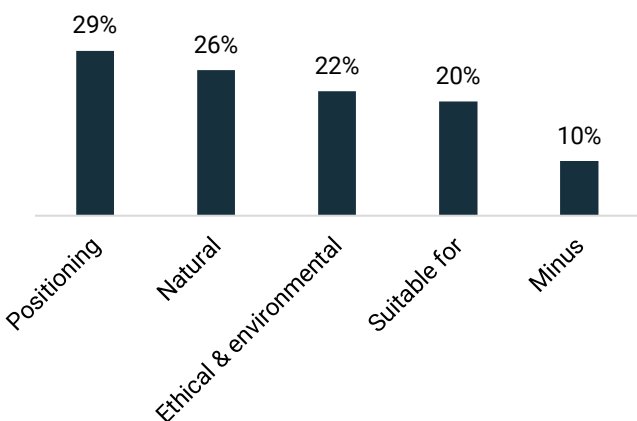
The Polish bread, pastry and confectionery sector is expected to grow from €6.27 billion in 2018 to €7.05 billion by 2023, at a CAGR of 2.4%. In volume terms, the sector is expected to decrease from 1.94 billion kg in 2018 to 1.73 billion kg by 2023, registering a CAGR of -2.3%.

Per capita consumption of bread, pastry and confectionery in Poland stood at 50.6kg in 2018 and is expected to decrease to 45.6kg by 2023. Per capita expenditure in Poland stood at €163.7 in 2018 and is expected to grow and reach €186.4 by 2023. (GlobalData, 2020)

New Product Development Analysis

24% of food products launched in Poland in 2019 were Bread, Pastry & Confectionery products.

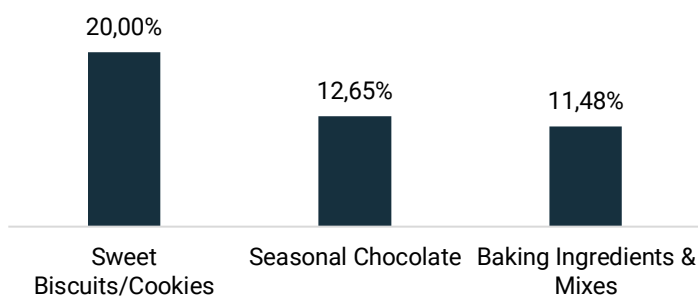
Top 5 Claim Categories in Bread, Pastry and Confectionery product launches, 2019



The 'Positioning' claim category was the most used one, mainly due to the 'Seasonal' claim, featuring in 17% of new product launches. The 'Ethical – Human' (from the 'Ethical & environmental' category) was in 2nd place, with the 'Organic' close by, pushing the 'Natural' category.

A fifth of the new product launches happening in this sector, in Poland, belonged to the 'Sweet Biscuits' sub-category, with the 'Seasonal Chocolate' and the 'Baking Ingredients & Mixes' close behind.

Top 3 Sub-Categories of Bread, Pastry & Confectionery product launches, 2019



This handmade snowman-shaped cookie with glaze decoration was made available for the Christmas season 2019.



This vegetarian and kosher product is made using fairtrade sugar, cocoa and vanilla. It is described as light and crunchy, and retails in a 75g pack.



This product retails in a 15g pack bearing the EU Green Leaf logo and a recipe idea.



THE POLISH CONSUMER

Types of bread/baked goods people would like to see more of (2019)

57%



Made from sourdough

48%



Made with more nutritious flour (eg spelt, quinoa flour)

45%



Which support Polish farmers



(2018)

74%

I would like to see more healthy biscuits for children

64%

I'd like to see more exotic ingredients in biscuit (eg dried fruit, spice, nuts)

Haven't tried but would be interested in trying (2018)



Organic chocolate

46%

Raw chocolate

48%

Vegan chocolate

37%

A GLOBAL LOOK INTO THE FUTURE

BREAD, BAKERY AND CAKES

The future is balanced: That consumers reject fad diets and take a more balanced approach to health indicates continued opportunity in bakery products with positive health qualities. However, producers must find a way to marry health with indulgent qualities.

BISCUITS, COOKIES AND CRACKERS

New sensations: Texture and temperature are the new frontiers when it comes to differentiating sweet and savoury bakery innovations and enticing more adventurous consumers.

CHOCOLATE

"No animal anything" continues to gain ground: The move away from animal continues to drive innovation and capture consumers' attention.

Para mais informações acerca do Observatório da PortugalFoods, por favor contactar

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