

MARKET INNOVATION OVERVIEW

CATEGORY: Fruit & Vegetables | **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:

FRUIT & VEGETABLES IN EUROPE, MIDDLE EAST AND AFRICA

Natural and nutritious: Fruit and vegetable launches are addressing consumer concerns about sustainability and the climate crisis, through a bigger focus on sustainable sourcing and eco-friendly packaging.

Nutrition and convenience: The inherent nutritional qualities of eating fruit and vegetables are being communicated on-pack, as consumers remain skeptical of the healthiness of foods with fortified nutrients.

Convenience and carb alternatives: Innovation is blossoming around easy to prepare formats which simplify preparation, while carb alternatives – particularly riced cauliflower – continue to make inroads in the region.

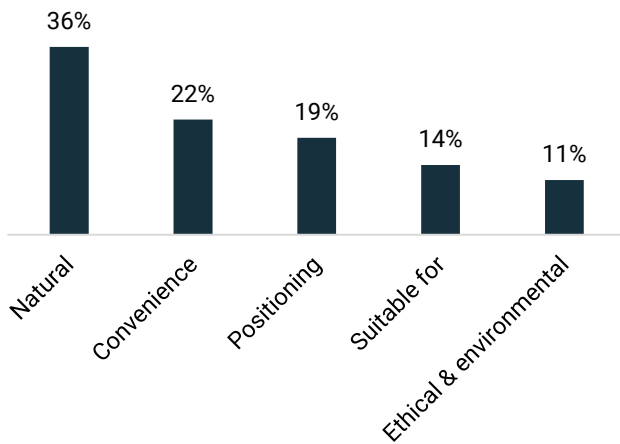


FRUIT & VEGETABLES IN POLAND

New Product Development Analysis

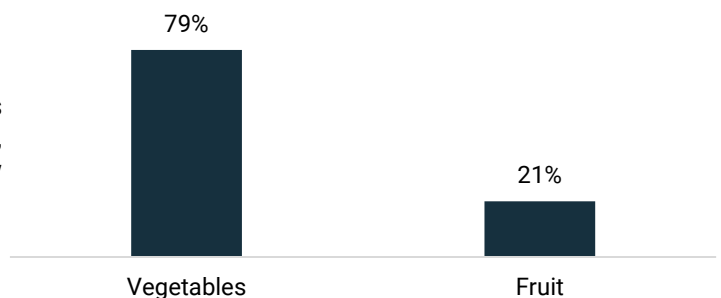
4% of food products launched in Poland in 2020 were Fruit & Vegetables.

Top 5 Claim Categories in Fruit & Vegetables product launches, 2020



The 'Natural' claim category was the most used in the fruit & vegetables new product launches, with the 'Organic' claim being at the top. The 'Ease of Use' claim pushed the 'Convenience' category, while the 'Social Media' claim did the same for the 'Positioning' category.

Sub-Categories in Fruit & Vegetables product launches, 2020



Most of the New Product Development in this sector happened in the 'Vegetables' sub-category, with 'Fruit' only registering a 21% share of new product launches.



This ready-to-eat and already washed product retails in an 80g pack bearing the EU Green Leaf logo.



This Polish ready-to-eat product is a source of vitamins C, B6, niacin, folic acid and dietary fibre, and retails in a 50g pack.



This product retails in a 400g BPA-free featuring the Instagram, Facebook and YouTube logos.



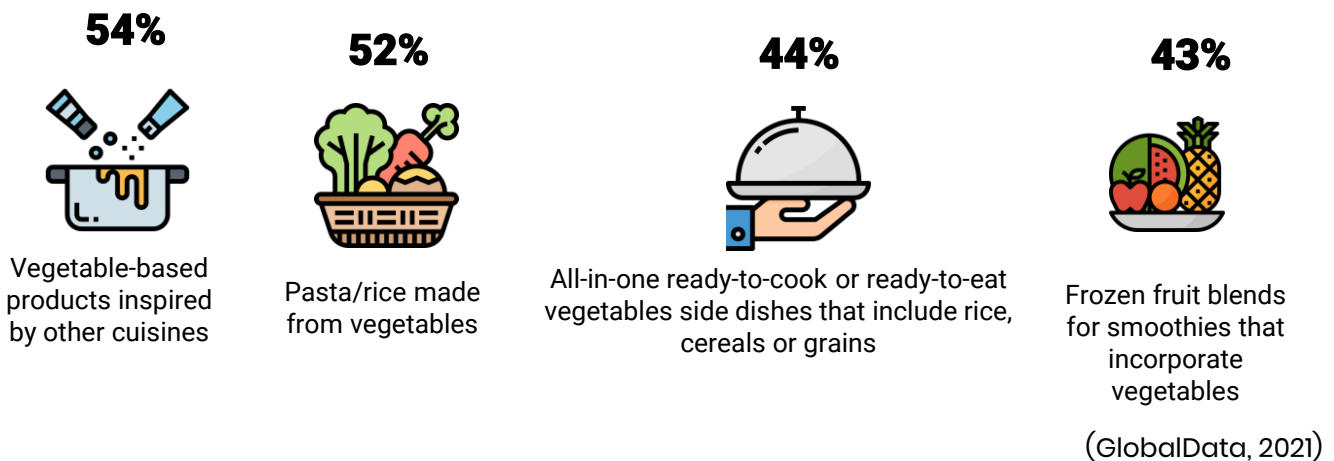
THE POLISH CONSUMER

Statements about fruits and vegetables (2019)



- 75%** Yes - I look for fruit and vegetables that are **easy to snack on**
- 62%** Yes – If I knew what to cook with them I would buy different vegetables to those I normally buy
- 60%** Yes - If the packaging includes **farming details**, I am more likely to trust the brand of fruit and vegetables

Fruit and vegetable products interested in trying (2019)



A GLOBAL LOOK INTO THE FUTURE

Celebrate the sustainable credentials of canned veg: Consumers’ perception of canned vegetables has benefited as a result of the COVID-19 pandemic. Combining long shelf life with affordability and locked-in nutrition, cans have cemented their role as a cupboard staple. Vegetable brands should build on this by flagging up the sustainable benefits of choosing cans eg infinitely recyclable packaging and the cutting food waste through extended storage times.

Embrace consumer interest in preventative health: Fruit and veg snacks can be more clearly positioned around supporting everyday nutrition, as the pandemic has made consumers link a balanced diet with a healthy immune system. Nutrient-dense snacks will have strong appeal, as consumers look to make each calorie count. Innovating with dried fruits can help consumers to up their intake of key nutrients.

Para mais informações acerca do Observatório da PortugalFoods, por favor contactar knowledge.division@portugalfoods.org

