

# Baby Food Sector in Poland Market 2017: Key Players: Nutricia Polska Sp. z o.o, Nestlé Polska Sp. z o.o, Hipp Polska

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WiseGuyReports published new report,  
titled "The Baby Food Sector in Poland"

## Summary

"The Baby Food Sector in Poland 2017", is an analytical report by which provides extensive and highly detailed current and future market trends in the Polish market. The number of births has fluctuated recently, but has increased since a low in 2013 to 382,000 in 2016. Volume sales of baby food fell by 4.6% between 2010 and 2016. The decline was largely due to lower birth numbers in the period from 2010 to 2013; 2016 saw a 2.9% increase in demand.

Value sales of baby food in Polish market rose by 8.3% between 2010 and 2016 to Z11.3 billion (US\$335 million). Wet meals and milks saw significant increases but both sales of cereals and drinks declined. In 2016, both milks and wet meals accounted for 31% of volume sales, while the well-developed drinks category accounted for 23%; and cereals for 16%.

Two suppliers - Danone and Nestlé - dominate with a combined share of 83%. The only other significant player is Hipp. The larger grocery outlets are increasingly important channels for the distribution of baby foods, drugstores are gaining share at the expense of traditional pharmacies. forecasts that by 2022 total market volume will stand at 40,879 tons, marginally lower than the present level, with falling birth numbers from 2020 causing a decline towards the end of the forecast period.

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## Companies mentioned

Nutricia Polska Sp. z o.o  
Nestlé Polska Sp. z o.o  
Hipp Polska  
Humana Poland Sp z.o.o

## Scope



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The Baby Food Sector in Poland

- Total consumption of baby food is high on a per capita basis, although milk sales have been hampered by high initial rates of breastfeeding.
- The larger grocery outlets are increasingly important channels for the distribution of baby foods.
- Poland has performed well economically throughout most of the last seven years. Over the next six years the economic growth is expected to reach an annual level of 3- 3.5% per year.
- According to Nutricia, the most important customer criteria are quality, safety, and nutritional value, followed by taste, range, and variety, and then by price.
- Mothers tend to stay with brands they trust - own-label baby food has made very little headway as a result.
- Per capita consumption of baby food is forecast to stand at 109 kg by 2022, more or less the same intake level per baby born as in 2016.
- Per capita expenditure on baby foods is projected to rise to Z14,234 at current prices by 2022, equivalent to growth in real terms of 10.5%.

### Key points

- Evaluate important changes in consumer behavior and identify profitable markets and areas for product innovation.
- Analyse current and forecast behavior trends in each category to identify the best opportunities to exploit.
- Detailed understanding of consumption by individual product categories in order to align your sales and marketing efforts with the latest trends in the market.
- Investigates which categories are performing the best and how this is changing market dynamics.

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