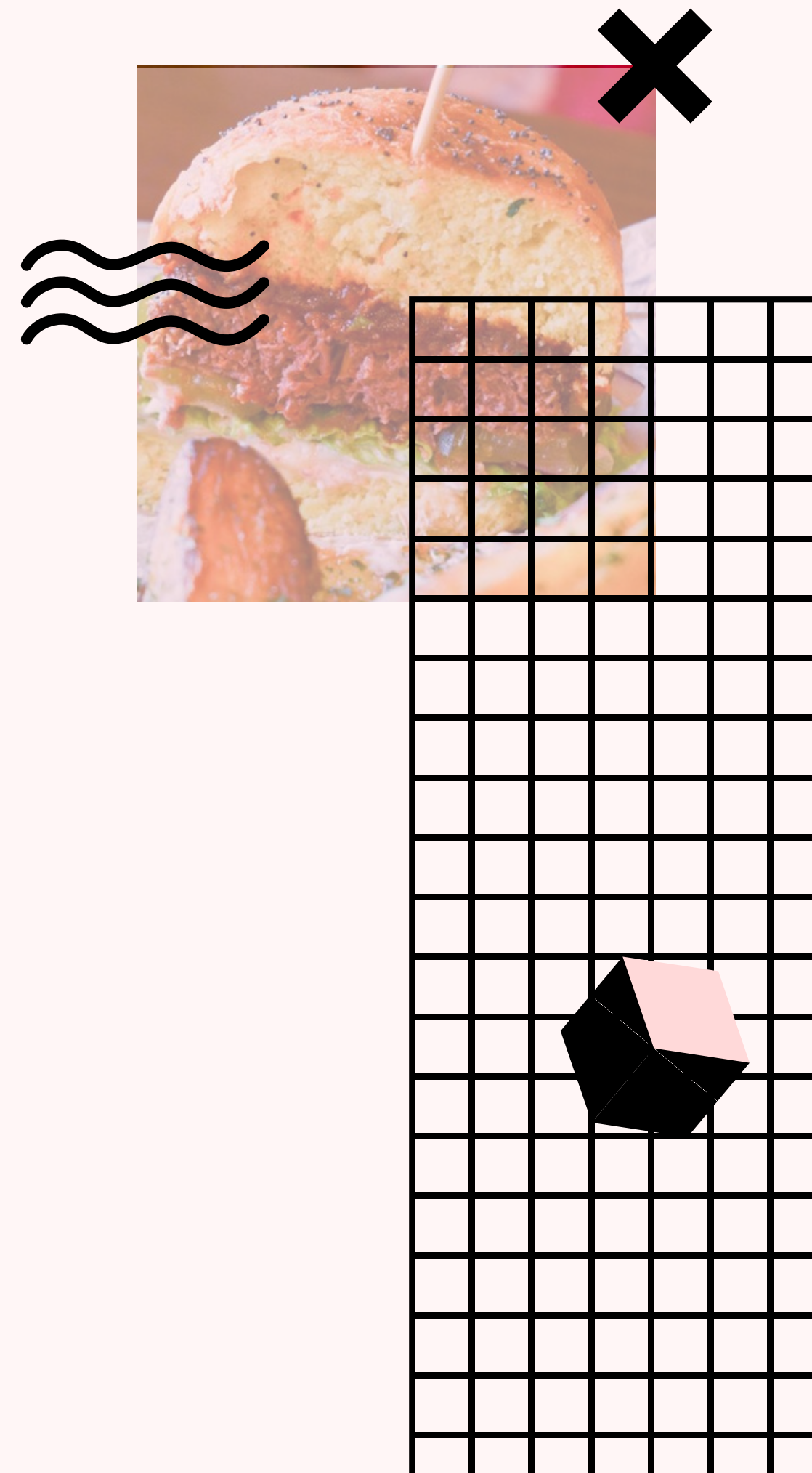


+ 7.10.2020

# THE PLANT-BASED MARKET IN POLAND

How real is the boom?

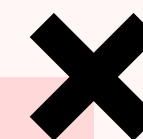
Maciej Otrębski



# Polish plant-based market yesterday and today



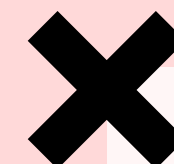
<https://www.skapiec.pl/site/cat/4313/comp/3559887>





# 40% Poles actively reduce their meat consumption

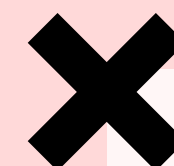
according to research by Mintel, Panel Ariadna (2019, 2020) and others.





# 23% Poles do not eat or reduce their dairy consumption.

Panel Ariadna, October 2020

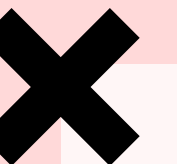


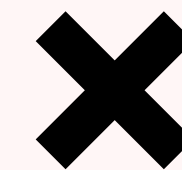
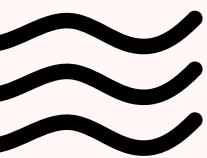




**20% Poles consider plant-based diet as more appealing due to COVID-19 pandemics.**

Lightspeed/Mintel





# Warsaw is the new Berlin

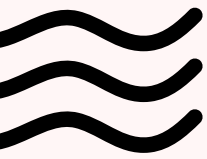
When the best ramen is the plant-based one



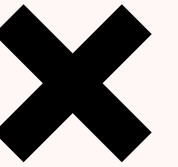
Materiały: Krowarzywa



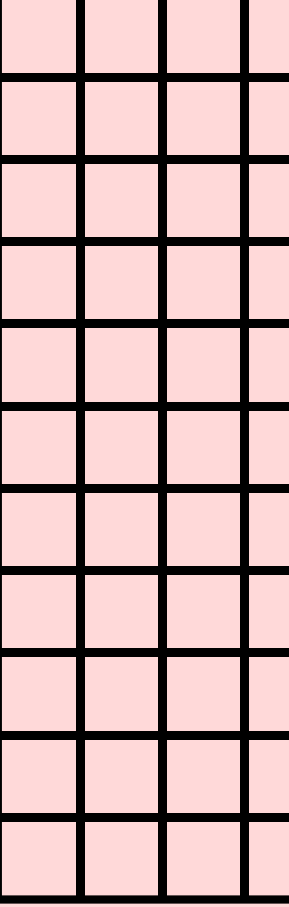




Docenione  
przez  
smakoszy!





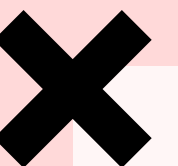
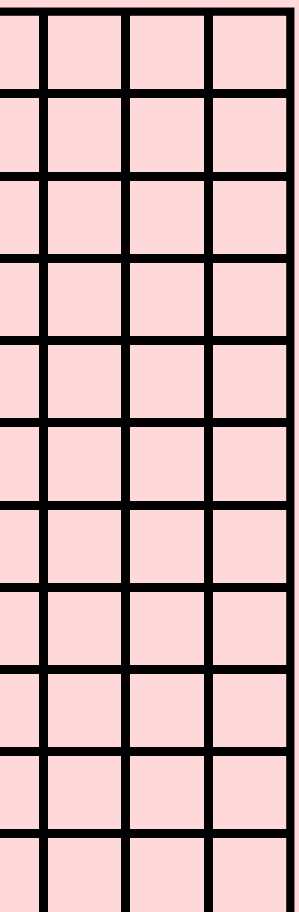


# Plant-based eating is democratized in 2020

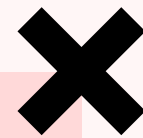
Private label brands

Plant-based food at gas stations

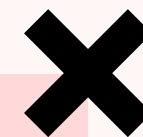
Meat processing companies in the game







Roślinne hot-dogi - Żabka



Marta Dymek - Tygodnik Powszechny

<https://www.facebook.com/photo?fbid=10159797236359112&set=a.432020059111>





# Thank you!

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