

POLAND

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RETAIL TRENDS

Discount stores have become similar to supermarkets. They have expanded their product assortments – especially by adding fresh products (dairy, bread, refrigerated fresh produce), ready-to-eat, healthy, organic, etc. but also branded products. The stores have started baking their own bread. On the other hand, supermarkets have decreased their product assortments; they have introduced more private label products, and have more promotions and price discounts. Their biggest strategic focus is on fresh products.

CONSUMER TRENDS

Prices are important, but quickness and comfort of the shopping experience become the most important aspects for customers. Local grocery stores are more popular than hypermarkets which require commuting by car or public transport. Fresh, healthy, ready-to-eat, quick and easy-to-prepare products are increasingly popular.

TREND 1: CONVENIENCE

Ready-to-eat and food-to-go products are expanding and noticing growing popularity. They appear in categories such as soups, salads, drinks, vegetables and fruits, refrigerated and frozen products. It is the answer to busy lifestyles.

MAKARON NA PATELNIĘ

Brand: Hortex

Launch date: 11/2014

Category: Frozen products

Family: Savory frozen products



General description: Stir-fry pasta: frozen pasta, vegetables, sauce with or without meat. Contain no preservatives, artificial colors, saturated fats or flavor enhancements. A variety of five different flavors. Quick (10 min) and easy to prepare.

Why is this product a success? An innovative product - frozen pasta, a new product segment in frozen food. This is a new line in the popular stir-fry category. Product - ready to eat - is the answer to busy lifestyles.

TREND 2: LOCAL FLAVORS

Apart from popular products typical to international cuisine, stores feature more and more branded local Polish products. Especially in the category of packaged cold cuts (no names before). As a result of Russian embargo on the import of Polish apples, Polish fruits and fruit products have become more popular.

CYDR LUBELSKI

Brand: Ambra S.A.

Launch date: 06/2015

Category: Beverages

Family: Beers / Ciders

General description: Apple cider, 0.5-litre can (4.5% alcohol). The product is from the Lublin region, which is one of the largest apple-producing regions in Poland.

Why is this product a success? Cydr Lubelski is a leader in its product category in Poland. It has set a new trend on the alcohol market. It's the first mass produced cider. It was introduced in glass bottles on the market in 2013 (Russian embargo on Polish apples). A modern design of the packaging (can) underlines the product's freshness and novelty.



TREND 3: PROTEIN SOURCES

In the beginning protein sources products were available for purchase in places where people came to play sports. These days they are sold in grocery stores. New products with high protein content are introduced in such categories as yoghurt and drinks. The manufacturers usually target their products at men.

BAKOMA MEN

Brand: Bakoma

Launch date: 02/2015

Category: Fresh products

Family: Dairy products

General description: High protein yoghurt - contains 8% of protein. Two products in the line: 200 g (cup), three fruit flavors and 230 g to drink (bottle) - natural yoghurt and two fruit flavors.



Why is this product a success? Targeted at fit and active men, bodybuilders. It helps to maintain healthy bones (contains calcium and active yoghurt bacteria). Black packaging with a visible word "Men" points at its main target group and makes it stand out on a store shelf.

NEW RETAIL CONCEPT

Co-op "Dobrze" in Warsaw. It's not a new retail format but a completely new approach to selling and buying. Young people from major Polish cities want to know where exactly the food they eat comes from and how, where and what it is made of. They set up a cooperative, which at this point has a membership of 150 families, and they opened a grocery store which offers vegetables, fruits and healthy food directly from 20 suppliers. Co-op members work in the store without pay.

OTHER MAJOR RETAILERS

A new model of Biedronka discount store has elements commonly featured in supermarkets and delis. An innovative idea on the Polish market, they introduced lines of fresh products, fresh and frozen ready-to-eat meals, meats and dairy under their private label brands. Their assortment of branded products is wider compared to other discount stores. The branded products (with the producer's logo on a newly designed packaging) are being manufactured exclusively for this store chain.



DO NOT MISS

Biedronka - the concept is present only on the Polish market. It belongs to a Portuguese company Jeronimo Martins.

Freshmarket - a chain of convenience stores. Fast developing in major Polish cities. Belongs to Zabka company.

Lewiatan - an example of the "Polish phenomenon". A chain of franchise stores founded by a group of Polish retailers, similar to other chains like: Chata Polska, Nasz Sklep, etc. 25,000 stores are members of franchise grocery stores chains.