



FOOD TO GO RETAIL MARKET IN POLAND 2023

MARKET ANALYSIS AND DEVELOPMENT FORECASTS FOR 2023-2028
IMPACT OF INFLATION AND WAR IN UKRAINE



About the report



Consumers can be guided by various criteria when choosing where to buy food to go products. According to our survey, the **most important factors shaping consumer decisions are those economic:**

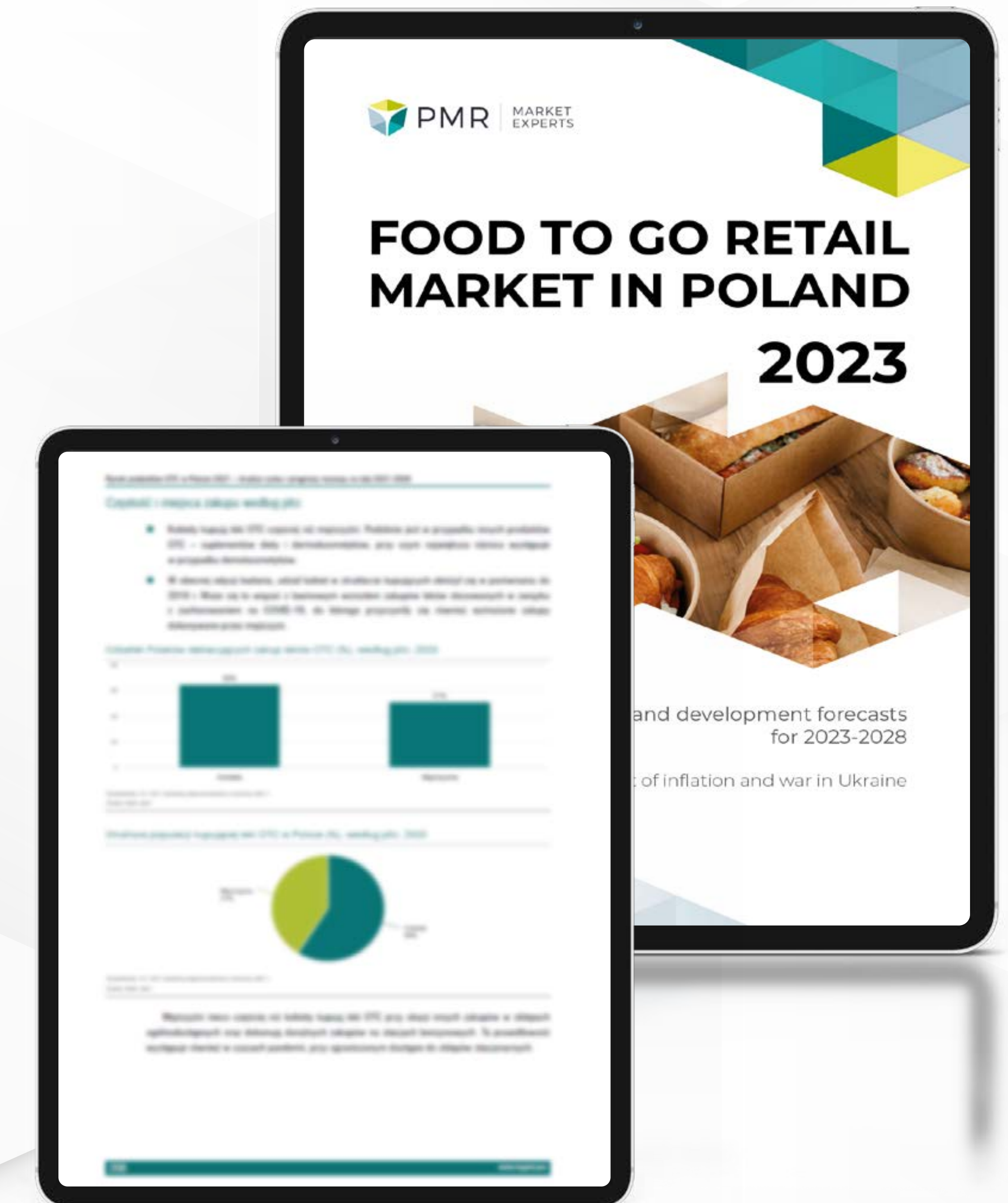
- attractive prices at the store
- promotions and discounts.

Sales in food discounters, due to the large store chains and high footfall, still account for the biggest share of the food-to-go retail market.

In the near term, consumer spending on food-to-go products will be strongly influenced by inflation, although our forecast is that prices of food-to-go goods will increase more slowly than prices in general. High inflation will have a limiting effect on the market of food-to-go products in Poland. Although inflation will result in higher prices of those products, due to which the nominal value of the market will increase, it will still impede its real growth because of Poles' limited purchasing power.

A comprehensive analysis along with development forecasts can be found in PMR's latest report: ["Food to Go retail market in Poland 2023"](#).

The report covers a detailed and comprehensive analysis of the Polish food-to-go retail market, including breakdown by sales channels: food discount store chains, convenience store chains, sales in retail and food service outlets at petrol stations, bakery and pastry shops.



About the report

Main objective

To provide a comprehensive analysis of the food-to-go market in Poland and present its development forecasts.

Additional objectives:

- to analyse in detail sales channels for food-to-go goods and to present forecasts for their development.
- to analyse in detail individual food-to-go product categories, including: the ready-to-eat segment (e.g. hot dishes prepared and beverages prepared at the point of purchase, snacks) and the ready-to-serve segment (chilled and shelf-stable ready dishes)
- to present key (macroeconomic, demand-side, supply-side, technological and legal) factors and trends in the food-to-go market
- to present the values of individual product categories – a total of 29 product categories are analysed in the study, with information on the buyers' socio-demographic profile and the places of purchase
- to present and analyse the purchasing behaviour of food-to-go buyers.

What information can be found in the report?

- market value for the years 2019-2022 along with development forecasts until 2028
- market structure for the period of 2019-2022 along with development forecasts until 2028, by sales channels and product categories
- forecast price changes in the food-to-go market
- macroeconomic, demographic, demand-side, supply-side, legal and technological factors affecting the market
- profile of the food-to-go consumer
- profile of a person who does not buy ready-to-eat products (hot meals and beverages prepared at the point of purchase, unpackaged sweet and salty bakery snacks) or ready-to-serve products (ready-to-serve, refrigerated and shelf-stable meals), and blockers of purchasing decisions
- key players in the food-to-go retail market

Subject matter and scope

Time span: 2019-2022

Forecast period: 2023-2028

Geographic coverage: Poland

CONSUMER PROFILE

Profile of the food-to-go buyer, including:

- food-to-go shopping:
 - impulse purchases
 - frequency of purchases
 - reasons for purchase
 - reasons for not buying products in the segment
- types of food-to-go products purchased
- food-to-go purchasing habits

SCOPE

- food-to-go products
- ready-to-eat segment
- ready-to-serve segment

SUBJECT MATTER

- market value
- breakdown of the market value by sales channels (food discount store chains, convenience store chains, sales in retail and food service outlets at petrol stations, bakery and pastry shops)
- forecasts for the entire market and for sales channels
- forecasts for the ready-to-eat and ready-to-serve product segments



Additional information

FORECASTS

Long-term market development forecasts were prepared for the report using econometric models and a 10-year time series. The forecasts cover the period 2023-2028. For the year 2022, PMR prepared estimates based on preliminary data and market records for the first three quarters of 2022.

In addition to the forecasts for the value of the market, sales channels and product categories, the report also covers forecasts for selected macroeconomic indicators, including:

- Per capita GDP and GDP real growth rate
- CPI and price index for food-to-go products
- average annual LFS unemployment rate and real change of average monthly gross wage in Poland
- real growth rate for household disposable income in Poland and private consumption
- number of Poland's residents and share of each demographic group

BENEFITS OF PURCHASING THE REPORT

The report answers, for instance, the following questions:

- What is the value of the food-to-go market in Poland?
- What are major trends on the food-to-go products market?
- What is the impact of the war in Ukraine and inflation on the food-to-go market in Poland?
- What is the real growth rate for the food-to-go market?
- What factors influence the food-to-go market?

Together with the report, you will be provided with the most important data in the Excel spreadsheet for individual aggregation.



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