

TRENDS IN THE NUTRITION HABITS OF POLES 2025

IPSOS PROPOSAL
September, 2025

Food Trends Are...

- **the largest compendium of knowledge about the nutritional habits of Poles** and their attitudes towards food, cooking, product categories and health,
- huge amount of data (over 300 slides) **in a beautiful and easily digestible form, with a brief summary of key findings,**
- **a promise of inspiring and effective workshops** helping you in incorporating this knowledge to your marketing strategy.

METHODOLOGY:

HOW?

Quantitative study conducted in **respondents' homes** with the use of computers (CAPI)

Qualitative study in the form of photo diaries

WHO?

Nation-wide representative sample (by gender, age, education, region and locality size) of persons 15 years of age or older.

N=800 and **N=48 diaries**

WHEN?

Interviews and diaries will be conducted in second half of July 2025 (similarly as in previous waves of the research).

Report in Polish
– **September 2025**

Report in English
– **October 2025**

WE TRACK TRENDS IN POLES' NUTRITION FOR 20 YEARS NOW!

In each new wave of the study, in the annex, you will find data from ALL other waves

We Invite You to Purchase The Food Trends 2025 Study

When looking for growth, it's important to consider what remains relatively constant and what is currently changing in consumer beliefs and behaviours.

In Food Trends, we examine the pace of change and explore new phenomena.

Here are some key questions we are pondering:



- Do Poles still love local producers? Why? Because of ecology, the promise of freshness or maybe something else?
- Are they still losing the fight for health due to the temptation of delicious taste?
- Do they snack more often and has their ranking of top snacks changed?
- Do they save money on food?
- When cooking, do they more often reach for ChatGPT, grandma's notebook or YouTube? And what about the democratization of cooking - are men finally cooking more often?
- Are food corners in stores (like Żabka) and at petrol stations replacing restaurants - and if so, is it because of the crisis or convenience?
- What does a "typical" Polish breakfast, lunch, dinner, and snack look like, i.e. what exactly is on the plates and is there always a plate?
- **Or maybe something else? Check out the full menu on the next page!!**

Main Menu

Permanent thematic blocks Food Trends, in which we will compare the results to the previous measurements:



THE WORLD OF MEALS

In what circumstances do we eat?

Main meals

Which meals do we eat regularly? When, with whom, where?

Snacks

What do we eat and what is their role? Are they healthy? What are our attitudes towards snacks?

Meals outside home

Home delivery/ take-out, eating in town, eating at work: how often, how much does it cost, where do we eat?



THE WORLD OF MOTIVES

What determines how we eat?

Attitudes towards cooking

Traditionalism vs experimenting in the kitchen, attitude towards ready-made dishes vs made from scratch. Frequency of cooking. Do we like cooking?

Healthy nutrition

Do we eat healthily? What does it mean to us? Gluten-free, lactose-free, light, bio/ eco (organic) products. Vegetarianism.



THE WORLD OF PRODUCTS

What do we eat and how often?

Products – over 100 product categories

How often do we eat particular product categories?

Penetration, frequency, profile of users.

Perception of taste and healthiness of products

Which categories of products are most liked and which are perceived as the healthiest?



THE WORLD OF SHOPPING

Where do we shop and why?

Shopping habits

Where do we shop and how often? What products do we buy in given types of stores?

Do we read labels?

What is the role of e-commerce in the purchase of food products?



THE WORLD OF HEALTH

How do we care for health and fitness?

Well-being, weight, health

How do Poles feel, how much do they weigh? Are they trying to slim down and how?

Do they play sports?

What are they worried about?

What makes it difficult for them to eat healthy? Do they expect help in this regard?



WORLD OF PACKAGING

How important is ecology?

Ecology

How do we care for the environment?

Packaging

How important is it for Poles that packaging does not harm the environment?

Seasonal Menu

or the newest topics we are exploring in this wave

1. High protein products

High-protein/protein products have taken the Polish market by storm – they are widely available and highly visible in every sales channel, in many categories. Given the high saturation of the market with high-protein products, it will be crucial for their further development to link them to the benefits they can offer customers. We will therefore look not only at who and why buys high-protein products, but also at what emotional and functional benefits can be associated with protein.

2. Cooking support appliances

And what do Poles actually use to cook? Exactly! This is the context we also lack, and we will not hesitate to ask about it. Air Fryers, Thermomixes, blenders, pressure cookers – we are coming!

3. Weight loss in the context of medications and supplements

We adhere to different diets, we do sports and for some time now we have had access to increasingly radical methods of losing weight. We will check for you how popular are products like **Ozempic**.

4. On a plate, in a lunch box, in a bag

We all know what we call a meal and what we call a snack, but are we really sure? How does the breakfast of an office worker differ from a physical worker, a student from a retiree, a person who cares about their diet from a person who cares about their pleasure? **We will show you this in photos from a qualitative study.**



Additives

In order to better understand what changes have taken place on Polish tables, we extend the following threads in our research :

1. Diets – some diets are “fading away”, others are “in trend” – but which are which?

We will update our lists, check whether keto, paleo, low carb and other diets (or maybe Intermittent Fasting) are relevant. We will determine which diets are known, have ever been used and are currently used or planned soon.

2. Fruit and vegetable smoothies/cocktails – is a smoothie a drink or a meal?

We will expand our consumption lists to include smoothies to examine penetration and frequency of consumption and answer the question of whether it is a substitute for a drink, a meal or a snack.

3. Alcohol 0% – this is not only beer, but also a wide range of “strong alcohol”

We will find out who and how often reaches for 0% vodka, rum or whiskey.



What (will be) in the report and what (to do) with it?

INFORMATION, INSPIRATION → INSIGHTS

INFORMATION:

How does the current context affect the category of your product and the motivations and needs of customers on which you base your positioning? What has changed and requires a response, and what has remained the same? For example:

- Who are the consumers of your category: are they only women aged 24-45, living in big cities?
- Are you considering positioning of any products in the area of health / well-being? Do you know how many Poles really take health into consideration when choosing food products? How many of them are overweight and want to change this situation? What does "healthy" really mean?
- What are the key changes in the nutritional styles of Poles which you could use to grow your business?



YOU WILL GET ALL OF IT IN THE REPORT.

INSPIRATION → INSIGHTS

Which of these information:

- Suggest any chance for your brand?
- Are troubling / threatening?
- Gives you food for thought?

What does this information tell you about your consumers?

- How have these last two years changed their diet and expectations towards food?
- In what aspects have they not changed at all?

How your brand could:

- Fulfil dreams / meet consumers' needs and dispel their anxieties
- Enter the "new normal"

In order to prepare a new communication, brief for R&D or consumer activation and:

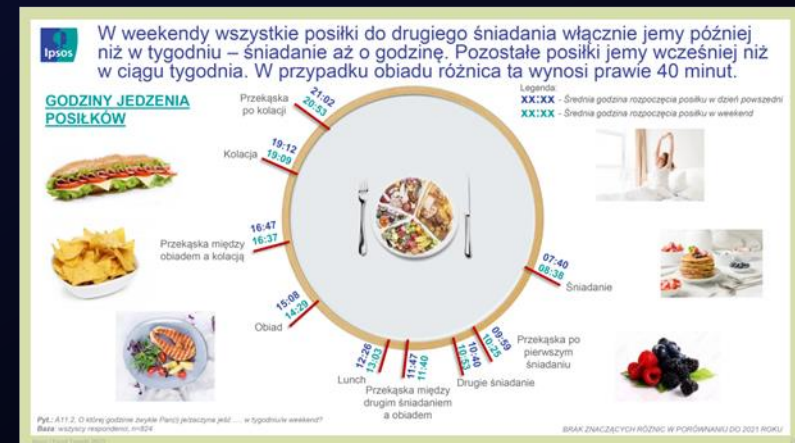
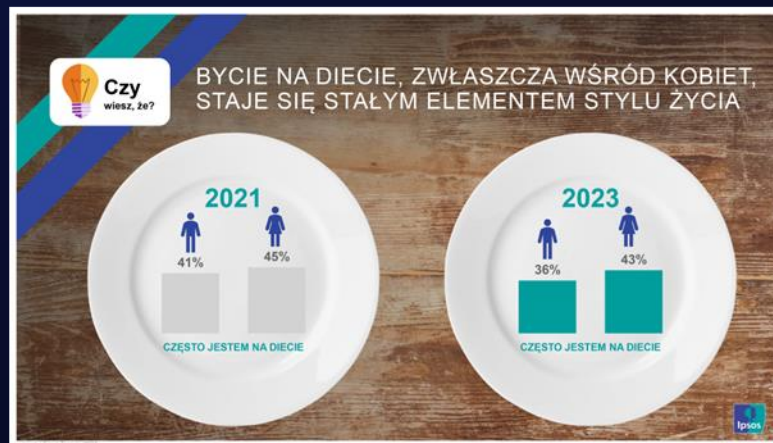
- Use market opportunities
- Take advantage of the dangers



WE WILL WORK ON THIS TOGETHER IF YOU DECIDE TO TAKE PART IN THE WORKSHOP.

INFORMATION – How do we present results?

Examples from the 2023 report



INSPIRATION → INSIGHTS, WORKSHOP

The purpose of the workshop is to familiarize the client with the research findings and to **stimulate participants to use the new knowledge to come up with new ideas**: new products, communication, consumer activations etc. based on consumer insights.

1st HALF OF THE DAY: INSPIRATION

Sharing knowledge and generating
PLATFORMS

Sharing knowledge – source of inspiration.
Active listening to participants.



Generating ideas for platforms / areas /
topics. Techniques that stimulate
creativity.



Sharing ideas, grouping & ranking them.
Organizing platforms.

2nd HALF OF THE DAY: INSIGHTS

Generating and ranking **IDEAS FOR
INSIGHTS, COMMUNICATION &
PRODUCTS**

Work on potential insights
within selected platforms



Generating product ideas, communication
or activation within platforms – techniques
that stimulate creativity.



Sharing ideas – summary.

**The workshop
will be flexibly
tailored to meet
the client's
specific needs,
its categories
and brands**

INSPIRATION → INSIGHTS

New in 2025! AI-powered workshops

In the workshop, we will use Ipsos AI tools to overcome 4 barriers to human creativity:

FRAMING:

Problem's definition that limits us



FAMILIARITY:

The difficulty of going beyond the solutions already known



FIXED MINDSET:

Excessive focus on one aspect



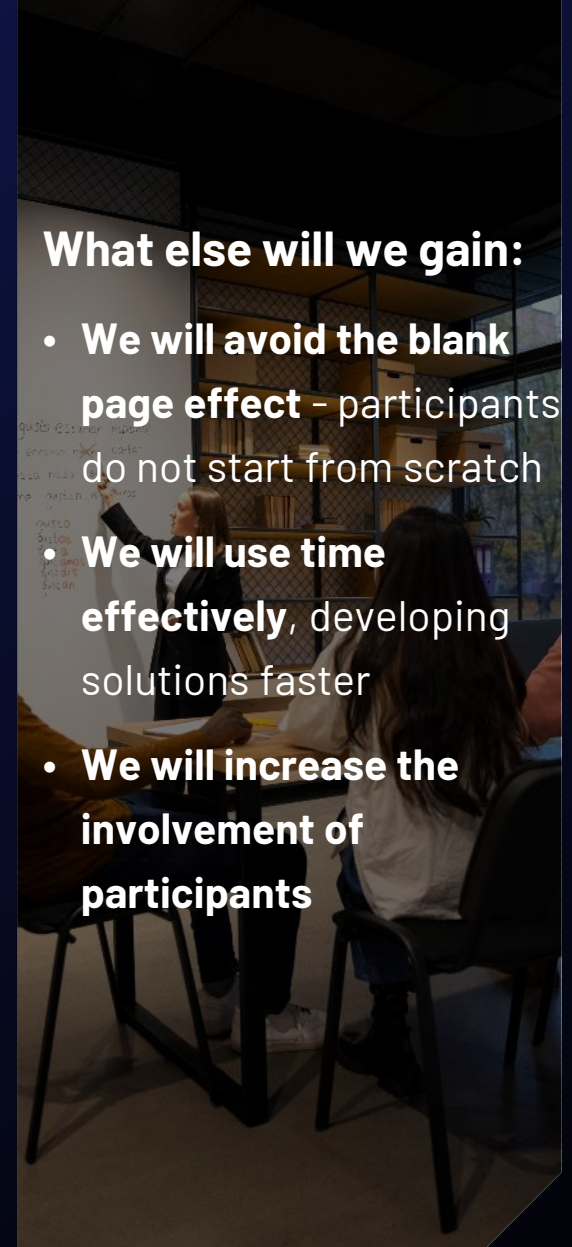
FEAR:

Fear of proposing solutions that are too bold



What else will we gain:

- We will avoid the **blank page effect** - participants do not start from scratch
- We will use **time effectively**, developing solutions faster
- We will increase the **involvement of participants**



Concluding the topic of workshops... **INSPIRATION** → **INSIGHTS**

Depending on the client's situation and workflow, workshops can be conducted **online or offline**. Our extensive experience in both environments allows us to promise comparable end results.

WE WORK IN THE SAME WAY, USING TECHNIQUES THAT STIMULATE CREATIVITY, INTERWEAVING INDIVIDUAL AND GROUP EXERCISES. WE PROMISE THE SAME RESULT.

OFFLINE / FACE TO FACE WORKSHOP

A traditional workshop in a stimulating space, usually lasting a full working day, i.e. 8 hours. Divided into 2 sessions divided by lunch.



ONLINE WORKSHOP

Online workshop conducted in Teams or Zoom; lasting 2 times 4 hours (i.e. meetings for 2 days in a row), with time for reflection of participants between days / sessions.



A NUMBER OF PARTICIPANTS: max. 24

Investment (PLN net)

Report in Power Point, in Polish and English along with the **presentation** of results in Warsaw or remotely

28k. PLN

Full bundle: report, presentation + creative workshop focused on generating insights (assuming the implementation of the workshop in Warsaw, organization of the hall and catering provided by the client)

45k. PLN

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Your Team

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