

FOOD TO GO RETAIL MARKET IN POLAND 2026

MARKET ANALYSIS AND DEVELOPMENT FORECASTS FOR 2026-2031



The years 2024 and 2025 brought significant, though long-anticipated, changes to the „small gastronomy” sector. These were primarily linked to the expansion of the Żabka chain – both in terms of new product categories and territorial reach (with an average store growth of 10% year-on-year). This process coincided with a clear recovery in retail and an increased consumer willingness to manage budgets more freely, including „unfreezing” funds allocated for dining out. The percentage of Poles limiting their spending fell to 62% (a decrease of 9 percentage points year-on-year), confirming a marked improvement in market sentiment.

How do consumers choose between retail stores and gastronomic outlets in this new reality? In the case of bakery snacks, are preferences shifting toward specific retail formats? And finally – is the dynamic development of the food service offer in stores hindering the frequency of purchases in more mature food-to-go categories?

You will find the answers to these questions in the report „Food-to-Go retail market in Poland 2026.” Enjoy the read!



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Author of the report: „Food-to-Go retail market in Poland 2026”





Board and C-Level

Setting strategic development directions for the food-to-go market through 2031. Making key investment decisions based on development scenario analysis.

Sales

Optimizing strategies across convenience, discount, and fuel station channels. Setting sales targets based on the potential of specific store formats.

Marketing and Communication

Tailoring communication to the food-to-go consumer profile. Precise audience targeting based on lifestyle and generational preferences.

Finance

Budgeting and revenue forecasting, taking into account macroeconomic factors such as food price inflation and changes in disposable income.

Purchasing & Category Management

Assortment management based on category value data (ready-to-eat, ready-to-serve). Optimizing product portfolios and ready-meal selections.

Analysis & BD

Benchmarking key players and monitoring their market shares. Identifying market niches and analyzing expansion potential.



Investing in our report means gaining a comprehensive toolkit and expert support that extends far beyond a simple data set.

THE REPORT PACKAGE INCLUDES:

- Main Report (PDF): In-depth analysis of the Food to Go retail in Poland, including projections through 2031.
- Executive Summary (PowerPoint): High-level insights and strategic trajectories tailored for swift Board and C-Level reporting.
- Database (Excel): Comprehensive datasets facilitating autonomous data processing and internal business modeling.

We ensure our reports serve as practical tools for business decision support, complemented by direct access to the professional guidance and expertise of our analysts.



Q&A Support

Our analysts are at your disposal to discuss methodology and address any inquiries, ensuring you gain a comprehensive understanding of every insight within the report.

INCLUDED IN THE REPORT PRICE

Report presentation

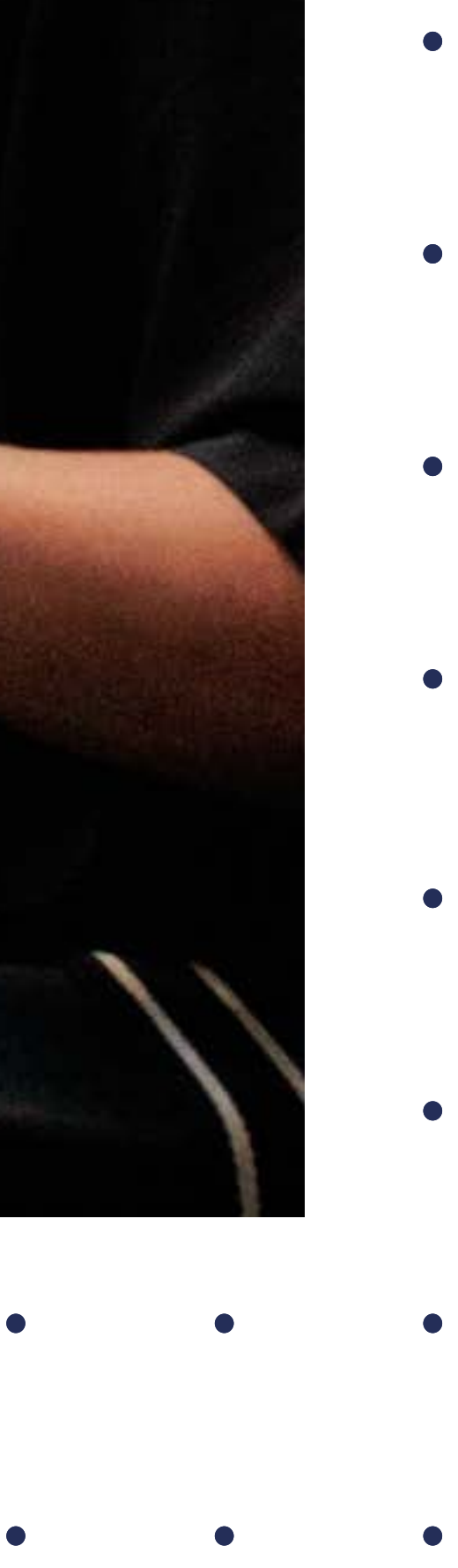
A high-level presentation of key insights designed to support internal kick-offs and facilitate knowledge sharing across teams.

INDIVIDUAL PRICING

Business consultations

Translating report insights into your company's specific challenges through strategic discussions with our experts on optimal growth trajectories and action plans.

INDIVIDUAL PRICING



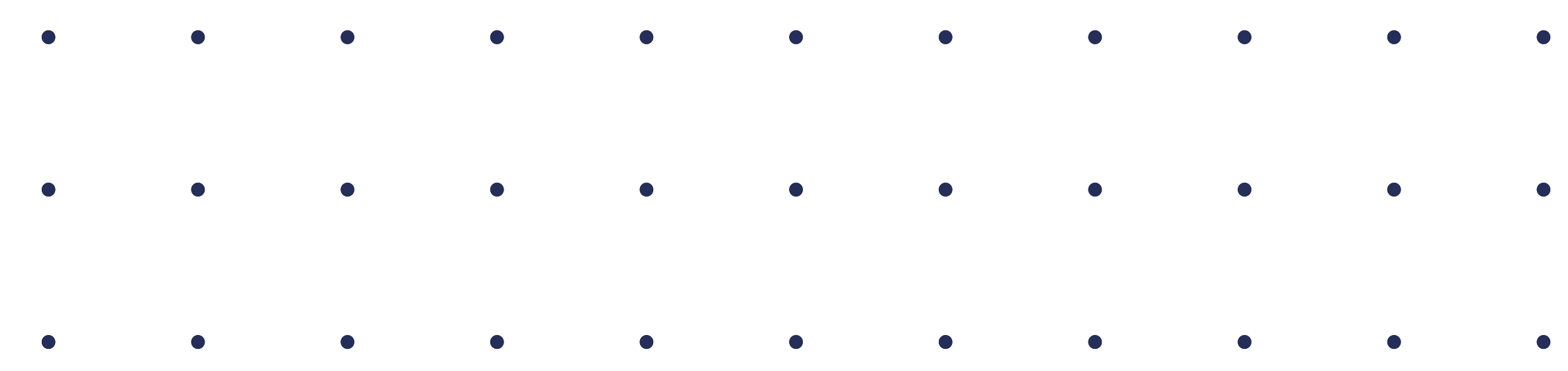


Market value, structure, and forecasts

- ↳ Retail food-to-go market value between 2022 and 2025.
- ↳ Market value structure by sales channel (including convenience stores, discounters, fuel stations, and bakery-confectionery stores).
- ↳ Forecasts for 2026-2031 for the overall market and specific store formats.
- ↳ Price change forecasts for the food-to-go market and key macroeconomic indicators.

Product segmentation and channel structure

- ↳ Market segmentation into key categories: ready-to-eat (hot meals, coffee, beverages, bakery snacks, sandwiches) and ready-to-serve (chilled ready meals).
- ↳ Channel analysis: discounters, hypermarkets, convenience stores, and bakeries-confectioneries.
- ↳ Market share of modern vs. traditional channels, including forecasts through 2031.



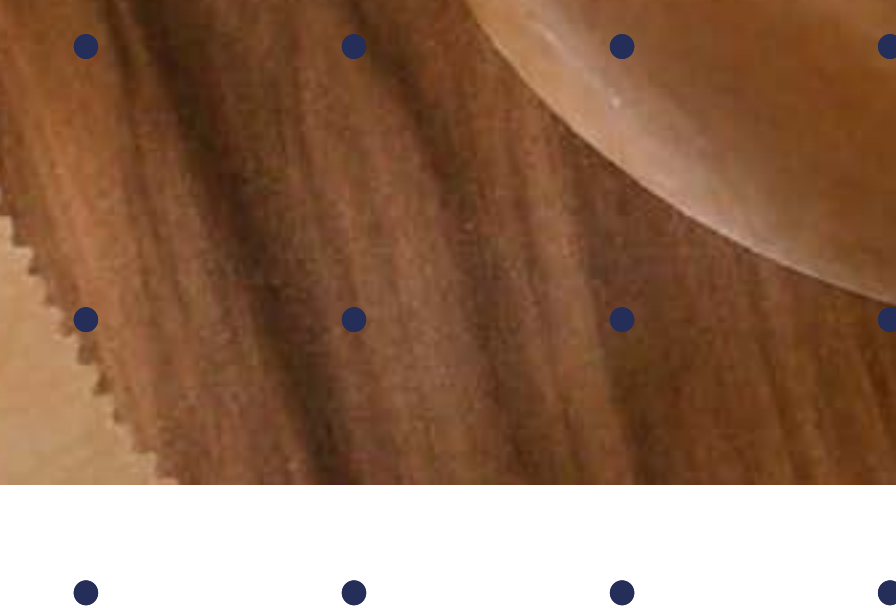
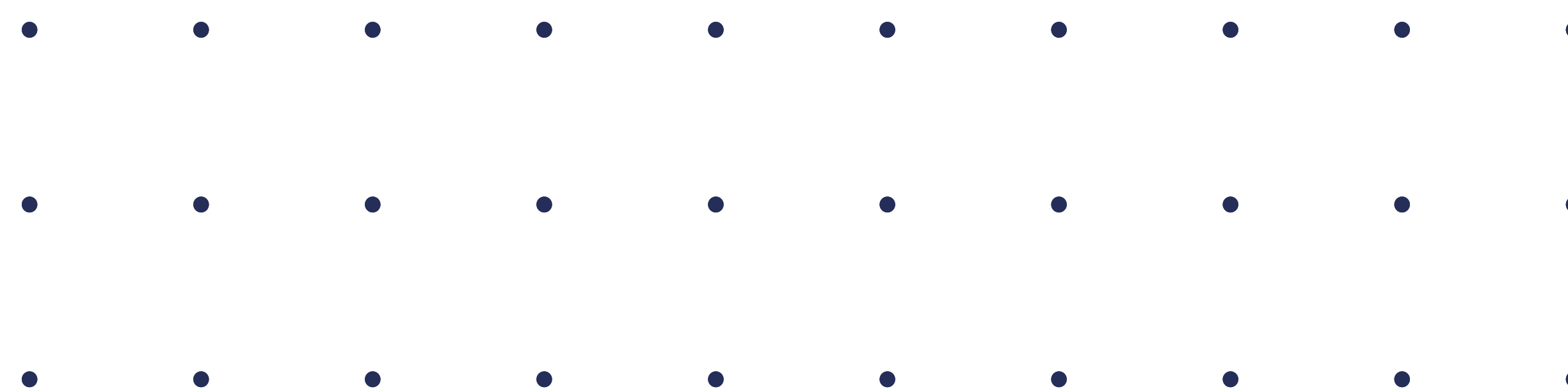


Consumer profile and demand analysis

- ↳ Detailed sociodemographic profile of the buyer and purchase penetration across 34 studied product categories.
- ↳ Analysis of purchasing behavior: frequency of purchase, preferred times of day, locations for buying on-the-go meals, and key choice drivers.
- ↳ Profile of non-buyers of ready-to-eat and ready-to-serve products, and barriers to purchase.
- ↳ The path to purchase and shopping missions: analysis of development trends (comparison of survey results with the two previous editions).

Market structure and retail format analysis

- ↳ Sales value and market shares of the leading players in the Polish food-to-go market.
- ↳ Key players in the retail food-to-go market in Poland from 2021 to 2025.
- ↳ Strategy analysis of market leaders regarding the development of ready-meal offerings and „small gastronomy” services.





Scope

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

Sales channels

- ↳ Discount stores
- ↳ Convenience stores
- ↳ Petrol station stores
- ↳ Bakeries and patisseries
- ↳ Other large-format stores
- ↳ Small grocery stores
- ↳ Alternative channels



CONSUMER SURVEY



Methodology and sample Size

- ↳ Research method: Survey conducted using the CAWI (Computer-Assisted Web Interview) technique.
- ↳ Sample size: Study conducted on a representative sample of n=1,824 adult Poles.
- ↳ Purposive sampling: The study included individuals who, within the last 3 months, purchased ready meals, snacks, or beverages at retail outlets (including convenience stores, fuel stations, and discounters).

Key research areas – what did we ask consumers??

- ↳ Purchase and consumption locations.
- ↳ Product purchasing: Spontaneity vs. frequency of purchase.
- ↳ Drivers and barriers: Reasons for purchasing or not purchasing products from a given segment.
- ↳ Average spend on food-to-go products.
- ↳ Types of food-to-go products purchased.
- ↳ Purchasing habits regarding food-to-go products.
- ↳ Lifestyle vs. ready-meal consumption.
- ↳ Generational approaches to ready meals.
- ↳ Cross-selling of food-to-go product categories.

HOT DISHES

- ↳ Fries
- ↳ Kebab
- ↳ Pizza by the slice
- ↳ Hamburger/cheeseburger
- ↳ Hot dog
- ↳ Toasted baguette
- ↳ Wrap, tortilla, burrito
- ↳ Nuggets/chicken tenders on a stick
- ↳ Toasted sandwich/panini/hot sandwich
- ↳ Churros
- ↳ Fried cheese

TAKEAWAY BEVERAGES

- ↳ Coffee
- ↳ Tea
- ↳ Ready-made cocktail/shake
- ↳ Freshly squeezed juice
- ↳ Smoothie
- ↳ Bubble tea
- ↳ Matcha/chai latte

SNACKS

- ↳ Sweet bun
- ↳ Doughnut/American-style donut
- ↳ Croissant
- ↳ Savoury/salty baked goods
- ↳ Puff pastry snacks with sweet filling
- ↳ Puff pastry snacks with savoury filling
- ↳ Sandwiches/bagels
- ↳ Muffin

READY-TO-SERVE MEALS

- ↳ Pre-made cold dishes
- ↳ Polish cuisine dishes
- ↳ World cuisine dishes
- ↳ Soups/cream soups
- ↳ Ready-made dishes in jars
- ↳ Sushi
- ↳ Fresh salads



Scope of PMR Market Experts by Hume's forecasts

For the purposes of this report, long-term market development forecasts were prepared using econometric models and 10-year time series.

The report provides forecasts for key segments and the macroeconomic environment:

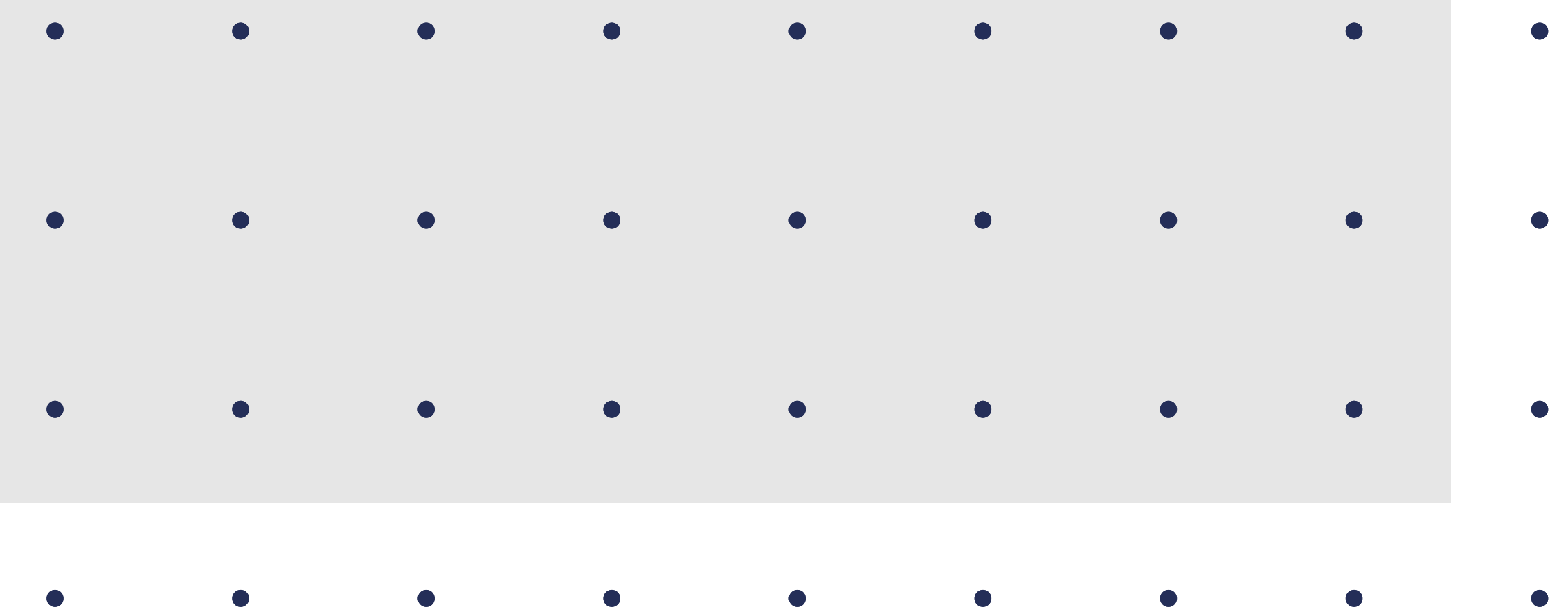
- ↳ Market value: forecasts for the total and retail value of the food-to-go market in Poland.
- ↳ Product segments: growth forecasts for the ready-to-eat and ready-to-serve segments.
- ↳ Sales channels: forecasts of changes in market structure, including a breakdown by sales channel.

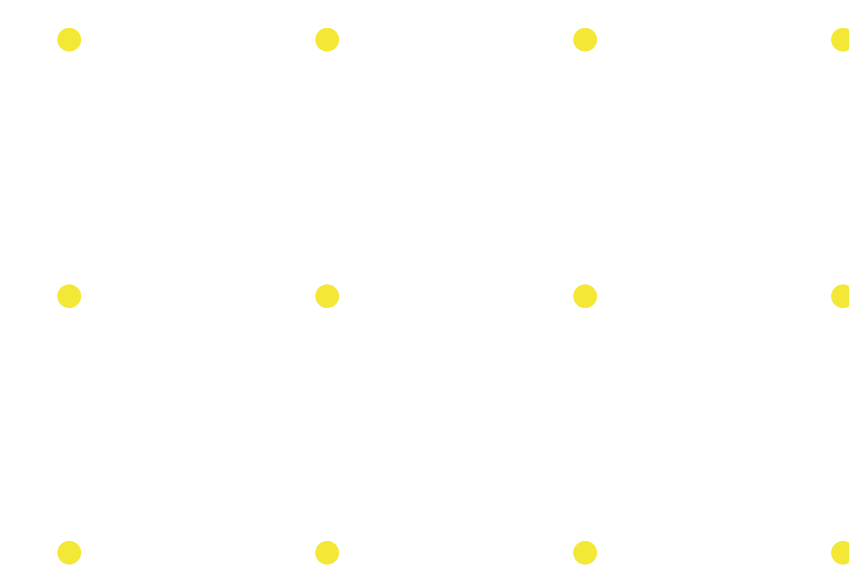
Advanced macroeconomic input

Our forecasts are powered by a detailed analysis of selected macroeconomic indicators, crucial for understanding demand dynamics:

- ↳ GDP: Forecasts for GDP per capita and real GDP growth dynamics.
- ↳ Income and wages: Real growth dynamics of household disposable income and average monthly gross wages.
- ↳ Inflation: CPI forecasts and projected price changes for food and non-alcoholic beverages.
- ↳ Demographics: Number of residents in Poland and the projected shares of specific demographic groups.
- ↳ Labor market: Annual average LFS (Labour Force Survey) unemployment rate.

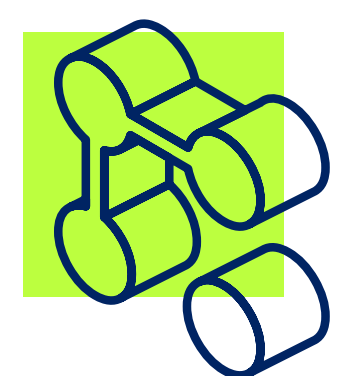
The accuracy of forecasts published in PMR Market Experts by Hume's reports is exceptionally high, with a typical error level (MAPE) usually below 3%.



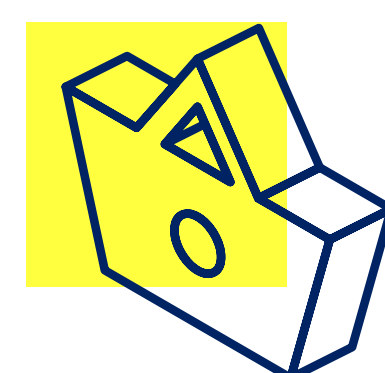


PMR Market Experts is a brand of market reports developed by Hume's Institute.

At PMR Market Experts, we have been producing cyclical industry reports for over 20 years. Our core specializations include::



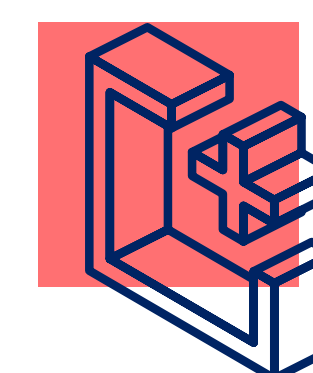
Digital & ICT



Retail



Pharma & Healthcare



Construction

Our reports are more than just a collection of facts – they provide reliable knowledge built on proven methodology. By combining primary and secondary data with proprietary algorithms and econometric models, we deliver precise insights into market value, dynamics, segmentation, and key industry players.

We are part of the **Hume's Institute** – a 360-degree research agency specializing in quantitative and qualitative research, market forecasting, and predictive analytics.

The synergy between PMR Market Experts' data verification experience and Hume's Institute's unique insights and verified forecasts provides our clients with actionable knowledge and a competitive edge.

To date, over 600 clients worldwide have trusted our services. We have analyzed more than 5,000 brands across over 50 markets. Our reputation is built on the trust of global leaders – **we cooperate with 70% of the Fortune 500 companies.**

20+

years of experience

600+

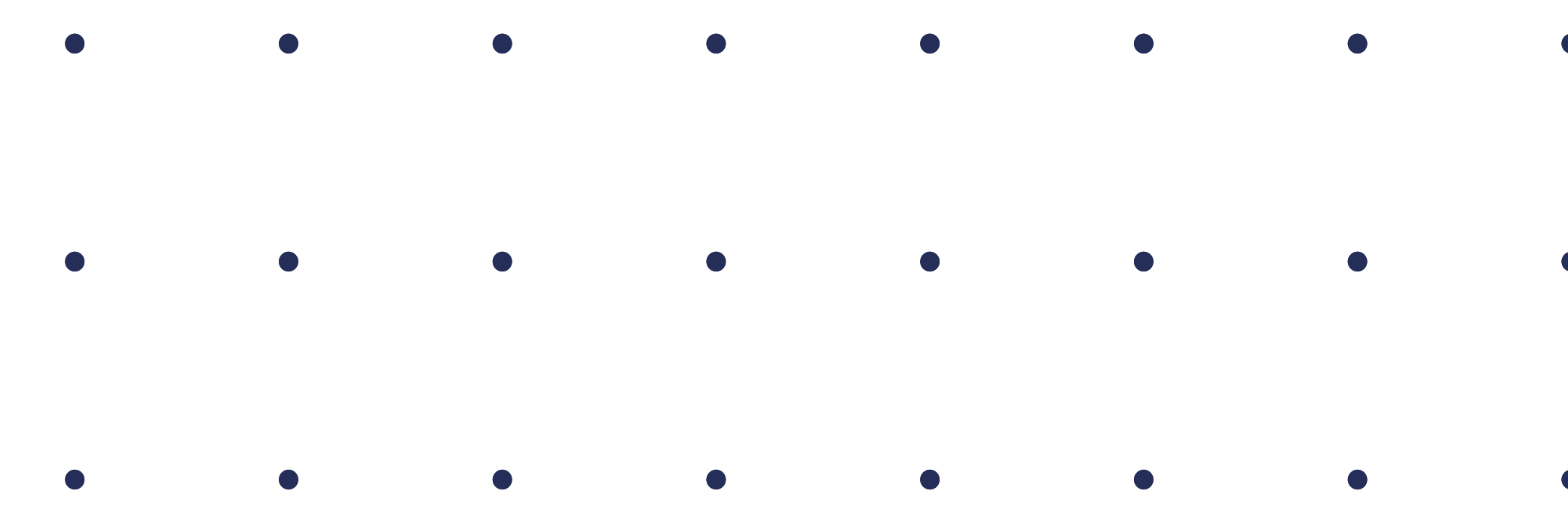
global clients

5 000+

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countries analyzed



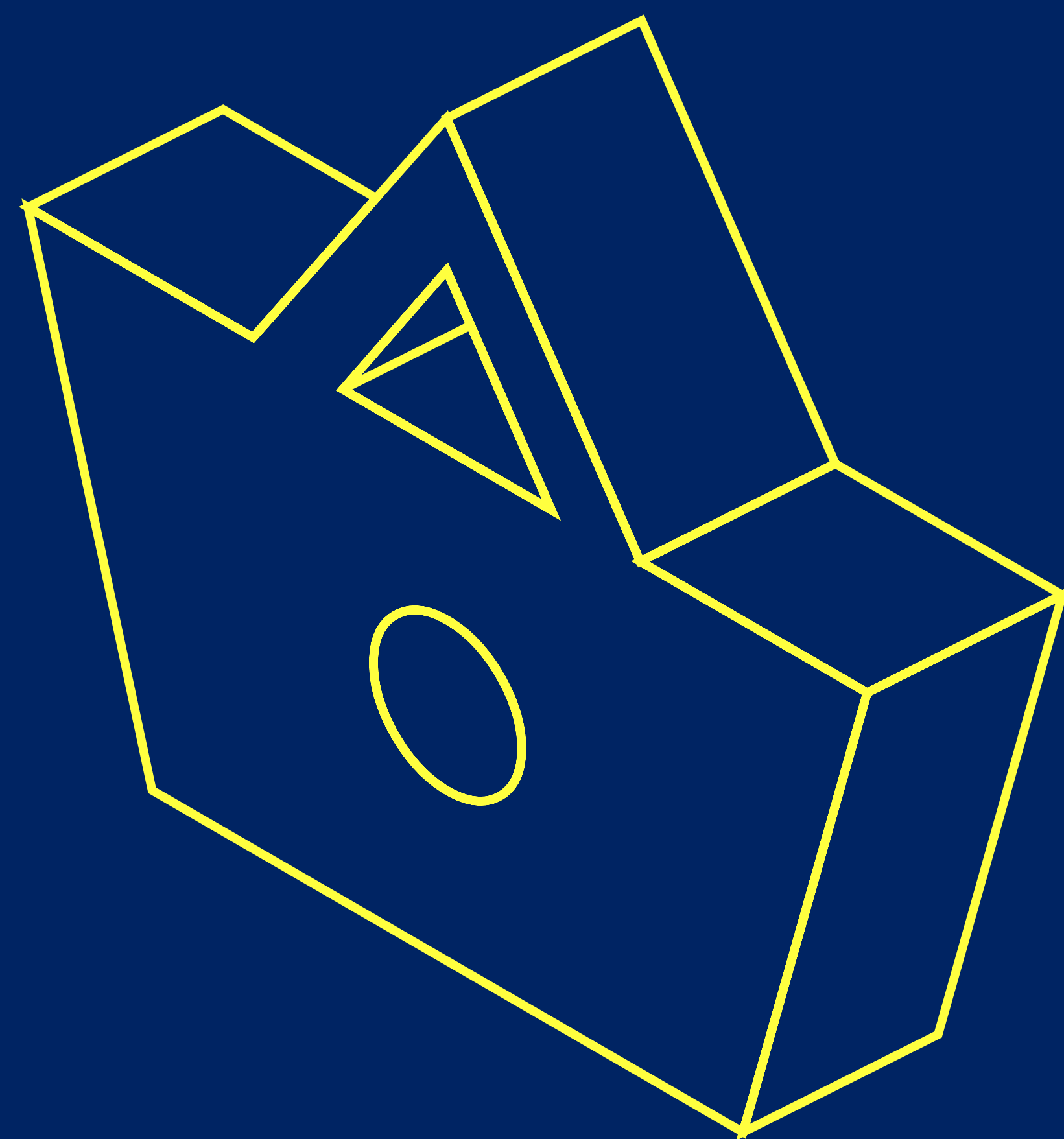
Trusted by over 600 companies, including:

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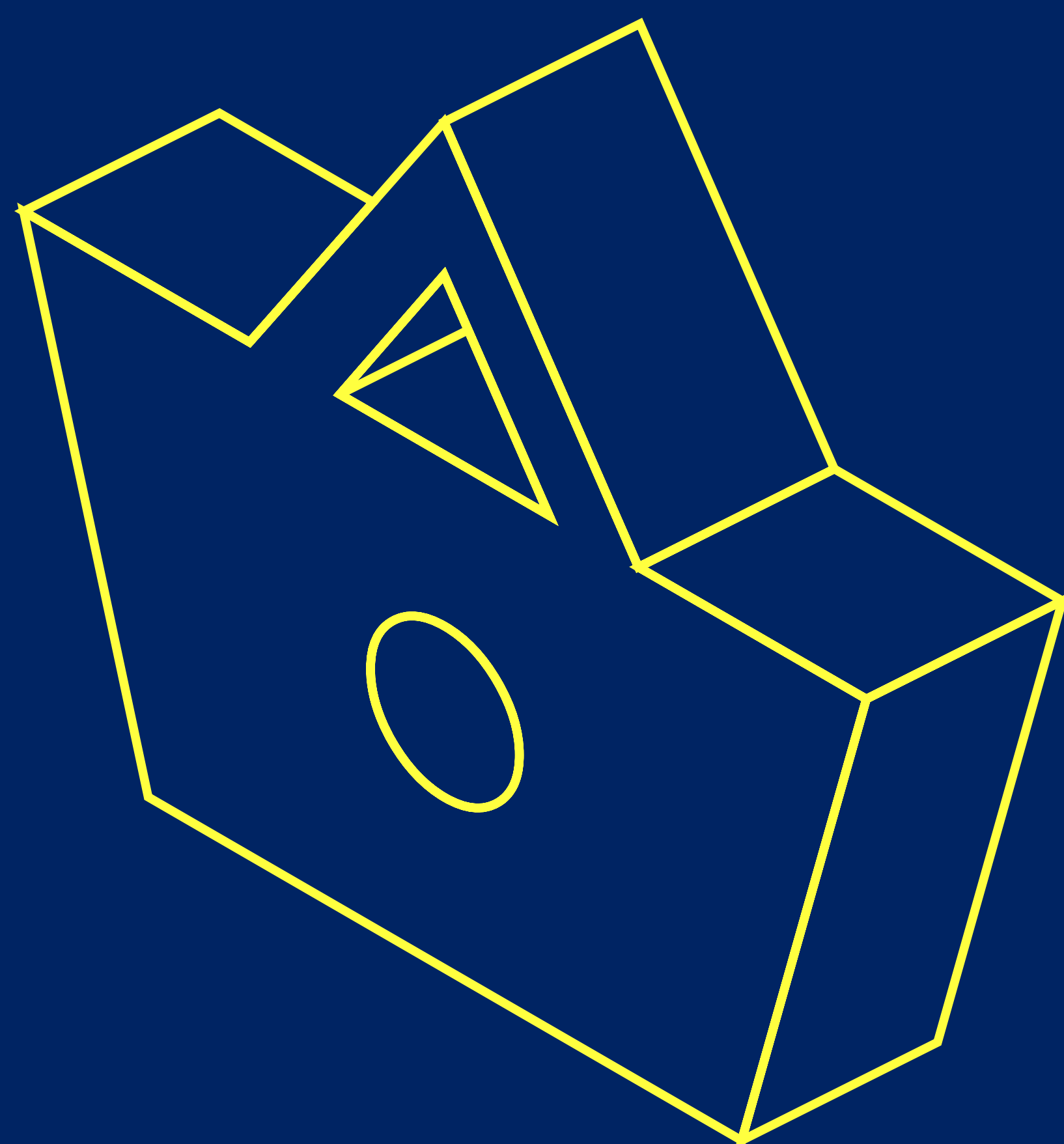
REPORTS RETAIL 2026

FMCG

- **Cosmetics** retail market in Poland
- **Grocery** retail market in Poland

NON-FOOD

- **Clothing and footwear** retail market in Poland
- **Sports goods** retail market in Poland
- **Children's products** retail market in Poland
- **DIY** retail in Poland
- **DIY** retail in Romania
- **Home furnishings** retail market in Poland
- Retail market of **home appliances, electronics and digital media** in Poland
- **Non-food discounters** market in Poland
- **Retail** market in Poland (2025)



REPORTS RETAIL 2026

GASTRONOMY

- **HoReCa** market in Poland
 - ↳ additional data update: March, September, December
- **HoReCa supply** market in Poland
- **Food to Go** retail market in Poland
- **Diet catering** market in Poland
- **Diet catering** market in the Czech Republic

E-COMMERCE

- **Online** retail market in Poland

Can't find the answer you need? **We will dive deep into your specific topic and deliver a custom solution!**

At Hume's Institute, we offer customized, in-depth analyses, focusing on research ranging from trend exploration and market future modeling to customer segmentation and innovation testing. We help our clients find answers to their key questions by delivering reliable, fact-based knowledge in both the B2B and B2C sectors.

WE CAN SUPPORT YOU IN 6 STRATEGIC BUSINESS AREAS:

Market

Market potential and structure analysis. 5-year forecasts, scenario modeling, and trend identification.

Customer

Segmentation and decision-making process mapping. Satisfaction surveys and identification of hidden needs.

Products

Innovation and product concept testing, optimization of product portfolio, pricing, and key decision-making attributes.

Competition

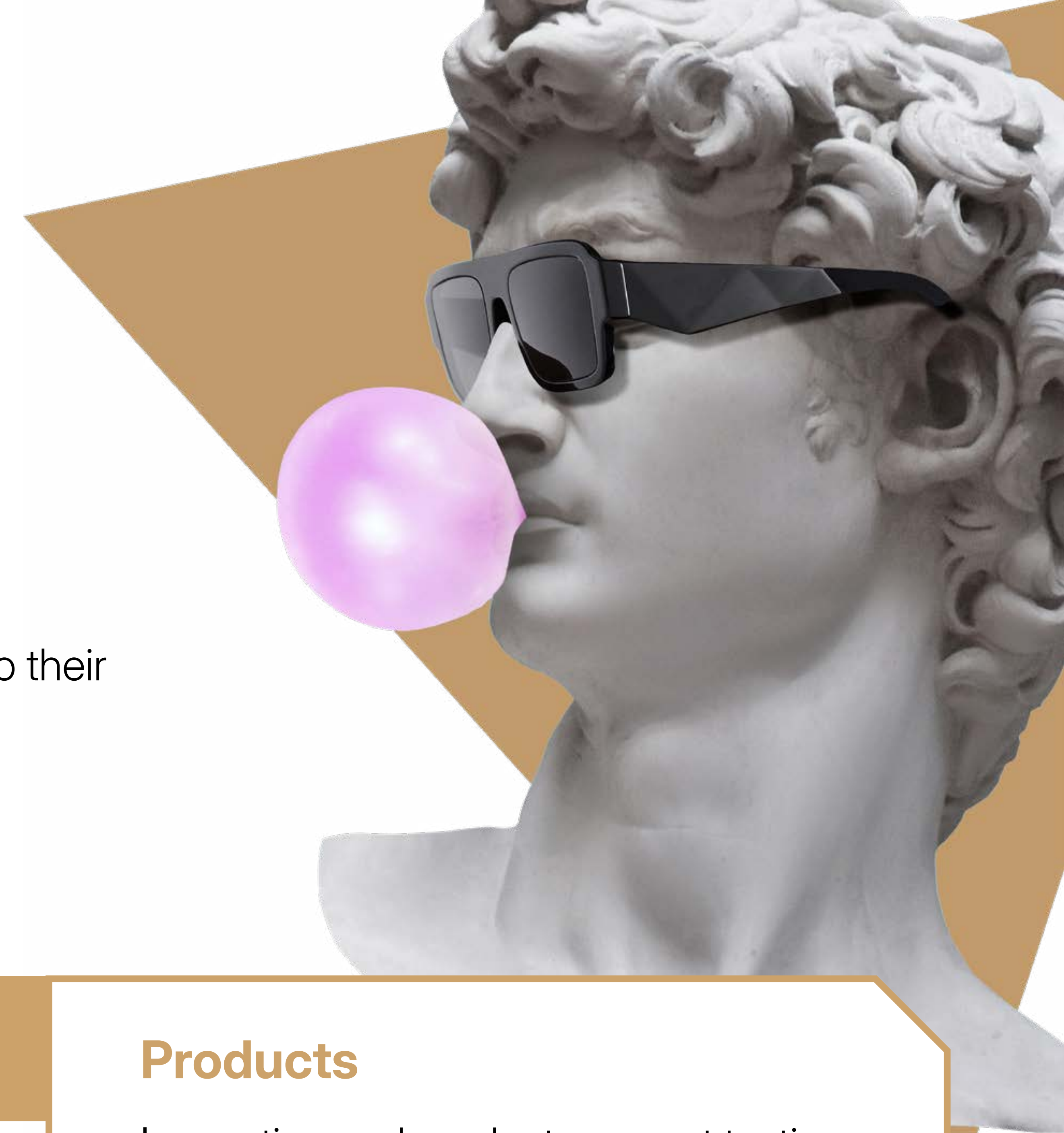
Benchmarking, analysis of key players' strategies, and monitoring of competitors' future actions.

Distribution

Optimal sales channel analysis and effectiveness. Research into purchasing processes across channels.

Marketing and Communication

Effectiveness research of campaigns and communication alignment. Brand image and positioning audit.



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