



Polish Investment  
& Trade Agency  
PFR Group

# THE POLISH FOOD SPECIALTIES SECTOR



**Poland.** Business Forward



**Poland is an internationally acclaimed destination for:**



### Pristine nature

A top 10 country to visit according to Lonely Planet



### A place where East meets West

Dynamic business hub at the heart of Europe



### Vibrant food scene

Warsaw among Top 10 Vegan-Friendly Cities in the World



### Great cities

Wrocław – most business friendly medium – sized European city (2022)  
Kraków – a TOP 25 Travellers' Choice 2022  
Łódź – in the „Best of the World 2022” List by National Geographic



### Attractive place for expats

Young, increasingly international society, with a very high level of English proficiency



### Rich history

Vast legacy of bravery and resilience



WHY  
POLAND



FACTS ABOUT  
THE POLISH FOOD  
SPECIALTIES  
SECTOR



WHAT MAKES  
US DIFFERENT



DID YOU KNOW  
THAT



SUPPORT  
INSTITUTIONS



HOW WE CAN  
HELP YOU

## Unprecedented growth

Highest growth rate in the OECD between 1990 and 2019

## Superb market share

Poland is the sixth largest economy in the European Union in terms of GDP

## Large, high-quality talent pool

300k+ of well-educated graduates annually

## Resilient economy

Poland is considered to be one of the most economically stable and fastest developing countries in the world.

## Transparent

Regional leader (2nd in CEE) in the Transparency International Corruption Perceptions Index

## FDI magnet

In 2022, Poland was ranked highest in the CEE region and eighth in Europe in terms of the number of inward foreign direct investments.

## Top-notch infrastructure

5th longest highway network in the EU  
Over 5,115 km total length of motorways and expressways

## Ratings remain high despite the turbulent times

Moody's: A2, S&P: A-, Fitch: A-, as of the second half of 2023

## Competitive, well-developed cities

European Cities of the Future 2023 (fDi Intelligence):

Warsaw – 6th position overall (ahead of Berlin and Stockholm)  
and 2nd in the business friendliness category among major cities;

The Silesia Region – European Entrepreneurial Region in 2021-2022,

among the top ten European regions in terms of attracting FDI and cost-effectiveness



# FACTS ABOUT THE POLISH FOOD SPECIALTIES SECTOR



## **We are a leader in food production**

Poland is one of Europe's largest food producers, exporting agri-food products worth over €47,6bn in 2022 (an increase of over 25% compared to 2021).



## **Sustainable production is important to us**

Family farms, an important group of Poland's agricultural sector, practice sustainable agriculture. Compared to Western countries, Poland has for many decades used far less fertilizers and pesticides, making Polish food healthy and full of flavour.



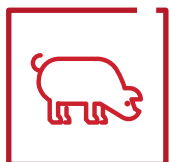
## **Fruity giants**

Poland is among the top three EU countries in terms of fruit production. Annual fruit harvest in 2022 was more than 5.2 mln tons (increase by 4.4% yoy).



## **A long-standing tradition in the production of spirits**

Poland is famous for producing high-quality spirits – vodka, beer, wine, cider – which are exported all over the world. Polish vodka is a product not only valued in the EU, but also in the US and Canada.



## **We export meat all over the world**

Poland has been building its tradition and professionalism in poultry, beef and pork production for years. Poland has maintained its position as the leader in poultry meat production in the EU since 2014. The number of people involved in meat production and processing in Poland is more than 120,000.

## 4th

EU largest producer of dairy products

## 5th

EU largest producer of honey

Poland is in the lead in terms of fruit production. We are ranked fourth – with a share of 8% in EU production – in terms of yields of all types of fruit

Sources:

Polish Food Report – Summer 2022, Ministry of Agriculture and Rural Development;

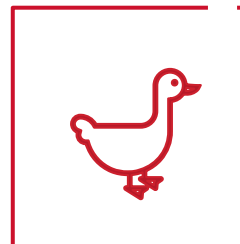
[www.polandtastesgood.pl](http://www.polandtastesgood.pl), GUS,

<https://www.gov.pl/web/kowr/handel-zagraniczny-produktami-rolno-spozywczymi>,

# WHAT MAKES US DIFFERENT

## Highly professional production processes

Extremely well equipped cooperatives and advanced processes make Poland's milk processing sector one of the most modern in the EU. In 2022, the export value of Polish milk products amounted to €3.6bn, 37% higher than in 2021.



## Polish goose down – a hit in Asia

Geese have been farmed in Poland for more than three hundred years. It is therefore natural that the tradition nurtured over the years results in a taste appreciated on the tables of the whole world. In addition to goose meat and fat, there are other products that are especially appreciated. Poland is the world's 3rd biggest exporter of feathers and down especially to the Japanese market.

## The aroma of fresh bread

Bread production is important to us and is deeply rooted in our culture and traditions. A Polish custom link to hospitality is the greeting of guests with bread and salt. Perhaps that is why the smell of Polish bread evokes nostalgia and the memories of home.



## Food export diversification

Poland is one of the region's largest producers and exporters of such products as apples, poultry, mushrooms, carrots, cabbage, eggs, blackcurrant, curd cheese and many more.

## A wide range of products for the most discerning consumers

The professionalism of Polish food producers allows them to continually expand their ranges and expand into more and more distant markets. For this reason, a large proportion of Polish food products have Halal and Kosher certification.



## Local suppliers – a guarantee of quality

Top-quality produce for processing come from domestic farmers who ensure this by using traditional methods. This is the secret behind the Made in Poland brand.

All over the world, the distinctive taste and aroma of Polish food is considered to be our trademark.

# DID YOU KNOW THAT



## We are the leader in sour cherry production

In 2022 Poland sour cherry production was about 183,000 tons, over 10% higher than in 2021. In addition, we are one of the largest producers of sour cherry preserves and suppliers of the frozen fruit which are exported all over the world.



## The world loves our „krówki”

Polish "krówki" (literally meaning "little cows" - Polish fudge, semi-soft milk toffee candies) can be found on shelves in the farthest corners of the world, including the UAE, Saudi Arabia, Oman or Bahrain. „Krówki” have found their place on the Ministry of Agriculture and Rural Development's list of Polish traditional products of the "Bakery and confectionery products" category.



## Poles love sweets

The average Pole consumes about 6 kg of sweets in a year. About 42% of Poles consume at least one chocolate bar a day and about 35% consume at least one wafer bar a day.



## We maintain our position in the meat industry

Poland's meat sector is a phenomenon in terms of growth dynamics. In 2004 Poland joined the European Union, and since then Polish meat exports have recorded an increase of more than 650%.

# SUPPORT INSTITUTIONS

**Institutional support for the food industry in Poland is very wide. There are many industry-specific institutions you can contact directly or through the Polish Investment and Trade Agency.**

General Veterinary Inspectorate  
Agricultural and Food Quality Inspection  
National Sanitary Inspection

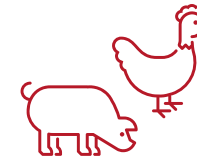
The National Poultry Council - Chamber of Commerce  
National Chamber of Poultry and Feed Producers  
Polish Meat Association  
Union of Producers and Employers of Meat Industry (UPEMI)  
Association of Butchers and Producers of Processed Meat of the Republic of Poland

Main Inspectorate of Plant Health and Seed Inspection  
National Association of Processors and Producers of Organic Products „Polska Ekologia”  
Polish Chamber of Organic Food (PIŻE)

The Polish Chamber of Milk and its Products  
National Association Of Dairy Cooperatives - Revisory Association

Polish Craft Brewers Association  
Association of Employers Polish Spirits Industry (ZP PPS)  
Slow Craft Beer Association

The Polish Association of Juice Producers (KUPS)  
Association of Polish Fruit and Vegetables Distributors  
Association of Polish Producers of Chocolate and Confectionery Products POLBISCO



# The Polish Investment and Trade Agency

The Polish Investment and Trade Agency's (PAIH) mission as a Government Agency is:

- To enable small- and medium-sized companies to reach their full potential in exporting their products and services around the world
- To support potential investors in Poland by providing comprehensive and up-to-date information services regarding legal and tax aspects, location and human capital, as well as on the available financial incentives
- To promote 'Poland as a Brand'

## How we can help

PAIH's experienced team of experts with a hands-on approach and excellent understanding of the needs of entrepreneurs will ensure that your projects will move as fast and smooth as possible.



**Information packs**  
macroeconomic, HR,  
legal, sectoral data



**Analysis  
of export  
potential**



**Preparing  
information  
packs**



**Verifying  
business  
partners**



**Organising  
business  
missions**



**Preparing lists  
of possible  
business partners**



**Organising  
B2B meetings**



**Support in contacts  
with Government  
Agencies**

# Contact us

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