



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



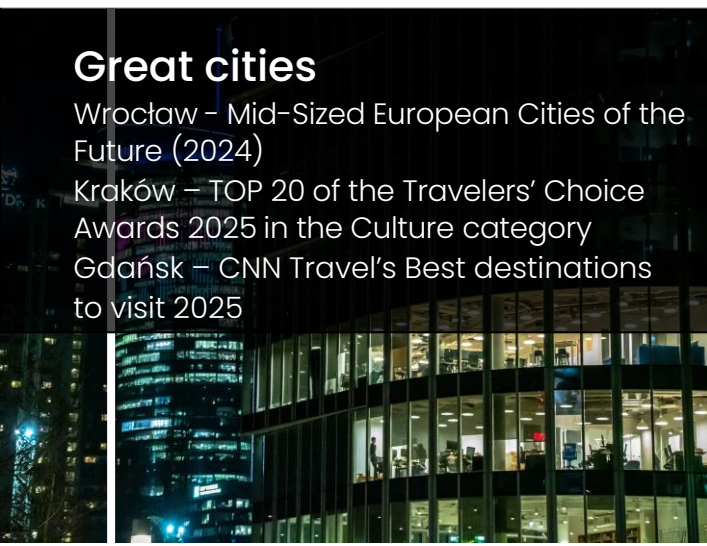
A place where East meets West

Dynamic business hub at the heart of Europe



Vibrant food scene

Warsaw among Top 20 Vegan-Friendly Cities in the World (HappyCow 2024)
Poland ranked 11th in the TasteAtlas awards 24/25 of the 100 best cuisines in the World



Great cities

Wrocław – Mid-Sized European Cities of the Future (2024)

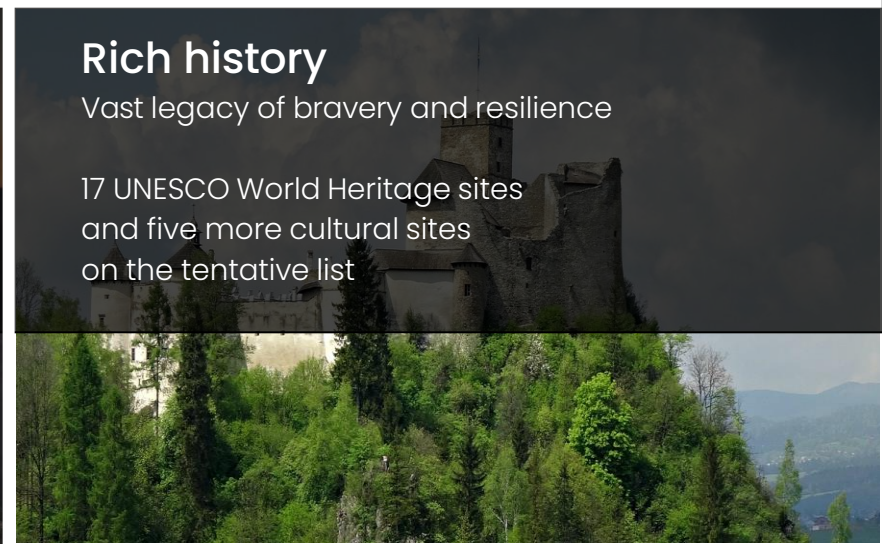
Kraków – TOP 20 of the Travelers' Choice Awards 2025 in the Culture category

Gdańsk – CNN Travel's Best destinations to visit 2025



Attractive place for expats

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



Rich history

Vast legacy of bravery and resilience

17 UNESCO World Heritage sites and five more cultural sites on the tentative list



WHY
POLAND



FACTS ABOUT
THE POLISH FOOD
SPECIALITIES
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

Nearly 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 2023, Poland was ranked highest in the CEE region and sixth in Europe in terms of the number of inward foreign direct investments.

Top-notch infrastructure

5th longest highway network in the EU
Over 5,205 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 2024

Competitive, well-developed cities

European Cities of the Future 2024 (fDi Intelligence):
Warsaw – 4th position overall (ahead of Paris and Munich)
and 2nd in the business friendliness category among major cities;
The Silesia region ranked 3rd in the “cost-effectiveness” category;
Western Pomerania – European Entrepreneurial Region in 2022–2023,



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 €53,5 bn in 2024 (an increase of over 2.7% compared to 2023).



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.



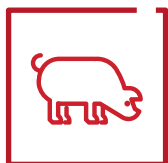
Fruity giants

Poland is among the top three EU countries in terms of fruit production. Annual fruit harvest in 2023 exceeded 5.2 mln tons (increase by 4.4% yoy). We are the EU's largest producer of apples.



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. Poland is the second largest exporter of beer in the EU and remains a significant exporter of vodka and other spirits.



We export meat all over the world

Poland has been building its tradition and professionalism in poultry, beef and pork production for years. As of 2025, 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.

3rd EU largest producer of dairy products

7th EU largest producer of honey

Poland is in the lead in terms of fruit production. We ranked third – with a share of 10,7% in EU production in 2024 – in terms of yields of selected types of fruit

Sources:

Polish Food Report – Autumn-Winter 2024-2025, Ministry of Agriculture and Rural Development;
www.polandtastesgood.pl, GUS, EU Commission – Data-Modelling platform of resource economics
<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 2024, the export value of Polish milk products amounted to €3.6bn, with 34% of those products being cheeses and curds.



Bread and salt and sweets

Polish cuisine is rich in exquisite flour products. Besides PGI protected baked goods like chleb prądnicki, obwarzanek krakowski or cebularz lubelski, we also boast a variety of unique sweets such as Polish jaffa-cakes, toruń gingerbread and sękacz. However, pierogi might be the most famous culinary delight of them all and have even found their way onto a recent space mission.

A major European supplier

Polish food products continue to be highly regarded across Europe, with 74% of Polish food exports going to the EU markets, with Germany, France, the Netherlands, Italy and Czechia leading the way.



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. Poland also boasts 150 000 hectares of apple orchards, which is the highest in the EU.

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. All over the world, the distinctive taste and aroma of Polish food is considered to be our trademark. Food production sector employed over 430 thous. people in 2024.

Sources:

Polish Food Report – Autumn-Winter 2024-2025, Ministry of Agriculture and Rural Development

KOWR

Polish Agri-Food Sector, Poland Tastes Good, 2025

DID YOU KNOW THAT



Poland as the leading ice cream producer

Poland ranks fifth globally in ice cream exports, surpassing even Italy. In 2024, Polish ice cream exports increased by 17% year-on-year. According to data from the International Trade Center, in 2024, Poland exported 117,000 tons of ice cream, worth a total of €404.5 million.

Poland – leading supplier of edible snails

Although edible snails are not popular in Polish cuisine, Poland is one of the world's largest suppliers of them. In 2025, Poland ranked 10th, with the snail farming industry worth \$5 million. In 2024, Poland and Hungary were the dominant producers in Central Europe, with combined production of 11,000 metric tons.

Wine – a growing market in Poland

Wine production in Poland remains niche, but it's growing rapidly. There are already 681 wineries in Poland, with vineyard area exceeding 1,000 hectares. The industry's growth in Poland has been supported by the Wine Products Act since 2021.

We maintain our position in the meat industry

In 2024, Poland exported 541,000 tons of beef and veal products, 4% more than a year ago. Export revenues amounted to over €2.7 billion, up 9% year-on-year. Meat dominated beef and veal exports (90% of the volume share), with 486,000 tons exported for €2.5 billion. Meat was exported to such discerning markets as Italy, Germany, the Netherlands, Turkey, and Spain.

Sources:

<https://essfeed.com/top-10-snail-producing-countries-in-the-world-in-2025-top-10-snail-producing-countries-in-the-world-in-2025>

<https://www.marketgrowthreports.com/market-reports/edible-snail-market-112921>

<https://www.portalspozywczy.pl/technologie/wiadomosci/piwo-jablka-lody-oto-wakacyjne-hity-eksportowe-z-polski,278631.html>

<https://www.agrofakt.pl/rynek-wina-w-polsce-2025-rośnie-jak-nigdy-wcześniej>

KOWR, „Raport o sytuacji na rynku mięsa”

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

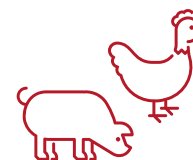
The National Poultry Council - Chamber of Commerce
National Chamber of Poultry and Feed Producers
Polish Meat Association
Union of Producers and Employers of Meat Industry (UPEMI)
Association of Butchers and Producers of Processed Meat of the Republic of Poland

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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Promotion Department
2025



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