



## Food to Poland.

### Trends and opportunities

#### The market

The opening of borders to the European Union (EU) and complete removal of any trade and business barriers will bring more foreign investment into the food industry and a further rise in the industry standards. It will also ensure a continuous influx of foreign tourists from the EU.

**Consumers will remain price conscious and continue to demand good value for money**, but growing affluence will lead to consumers trading up to better quality food and service, which will ultimately lead to growth at the upper end of the market.

**Food processing – especially meat-processing – is an established, mature market** in Poland. Pork is traditionally the meat favoured by Poles, and the consumption of beef is at a relatively low level. Lamb consumption is also currently low, but it could increase in the long term with substantial promotional effort.

Some manufacturing industries such as the meat-processing sector are currently experiencing major changes due to the consolidation of the processing industry. This consolidation is taking place through acquisitions by foreign investors and also through the merging of smaller local players.

#### Opportunities

Poland currently presents opportunities in areas where Australia has achieved success internationally, and products that are uniquely Australian, such as kangaroo and crocodile meat. There is also demand for Australian exporters to supply items such as beef offal, manufacturing grade beef and veal.

**Counter seasonal supplies of fresh fruit and vegetables** also present numerous opportunities for Australian suppliers.

**Australia has been a supplier of small quantities of manufacturing grade beef and offal** (beef tripe) to Poland for around 10 years with tripe constituting the vast majority of Australia's 'meat' exports. Poland may also be promising for selected types of game meats, particularly kangaroo, with consumers having a general acceptance of game and as a substitute for farmed red meats.

**Seafood, wine and convenience food are emerging areas** in Poland. The demand for quality food products is steadily increasing with a move towards the eating habits of Western Europe. Consumers are also beginning to turn to convenience foods and making purchasing decisions based on value rather than price.

#### Competitive environment

Currently the major overseas suppliers are Norway and the South East Asian countries, such as Thailand and Vietnam, offering low and medium-priced products (fresh, chilled, canned and frozen).

Increasing competition in the consumer food service market will help raise standards, and drive small and inefficient independent operators out of the market. The improved quality of service resulting from rising competition will ultimately benefit consumers.

#### More information

For further information please contact Austrade on 13 28 78 or email [info@austrade.gov.au](mailto:info@austrade.gov.au)

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