

The Olive Oil Market expands in Poland

The olive oil market in Poland is expanding and has increased by 11.9% the total sales in the period between 2011 and 2015. In this last year, the total turnover of olive oil reached 34,7 million euros, as detailed in a study by ICEX Spain Exports and Investments.

The report points out that, to date, olive oil is a poorly priced product in this country, but there are two factors that compensate this situation. On the one hand, Poland is no stranger to the global trend of greater concern for health; and on the other, the purchasing power of its 39 million inhabitants is increasing at a good pace, making it more feasible to purchase gourmet products such as extra virgin olive oil. In this sense, according to ICEX, it is necessary to start campaigns that promote the nutritional quality of olive oil and its health properties.

All the olive oil consumed in Poland is imported, and most of it is virgin olive oil or extra virgin olive oil (in 2016 it accounted for 94% of the total). Italy, Spain and Portugal dominate the market with fees of 35, 25 and 24%, respectively, of the total imports of olive oils. In recent years, according to data from the study, Spanish exports to Poland have reduced the gap with the Italians, while the Portuguese have experienced a spectacular growth surpassing in 2016 the Spanish exports in volume, and almost reaching them in value.

The main distribution channel for edible oils in Poland are discount stores; and convenience stores are the one that grow the most in interannual terms, with a 4% of increase in total billing in 2016. ICEX emphasizes that both types of establishments increasingly offer a greater variety and quality in their products, in line with the demands of Polish consumers. On the other hand, supermarkets and hypermarkets occupy a secondary position in the distribution of oils, but it is in these large areas where a greater variety of product can be found.

The study also highlights gourmet shops, some of which offer extra virgin olive oil exclusively from Spanish; and organic-product stores that are expanding in Poland. As for the on-line distribution of olive oil, this institution underscores that it is still reduced, but it is an interesting opportunity to exploit, taking into account that Poland is one of the European leaders in Internet shopping.

As for the most striking trends, the report points out that olive oils with flavors and aromas are offered on the Polish market, probably because Polish consumers find the characteristic taste and itchiness of the extra virgin too strong. In addition, in order to alleviate the sensitivity to the average Polish

consumer price, some companies offer packs composed of olive oil and another products, such as pesto sauce. Other market trend is the sale of olive oils in single-dose format or adapted to the children's audience.

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