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SEGMENTATION OF POLISH MARKET OF CONFECTIONERY PRODUKTS ON THE BASIS OF SWEETENERS

Refusal to use sugar in confectionery has been a popular trend in the confectionery market for a long time. In addition to providing a diet for those suffering from diabetes, such confectionery products meet the needs of healthy eating people looking after their health and figure, and is popular among different religions that, different with unusual eating habits or keep the fast. The World Health Organization announced that there are nearly 250 million diabetics in the world. The number of patients is increasing with a rapid rate and estimated that in 2025 the number of patients can reach even 380 million. It is considered that this disease had involved from 2 to 2.5 million Poles, half of which does not give themselves report that they are sick.

According to the Pro-Consulting, in the last year the production of chocolate in bars in Poland is reduced by 6% to 218 thousand tons, in value terms the market even rose by 16 % to 826 million euro. Average consumption of chocolate in Poland was estimated by international research organization Euromonitor International at 4.5 kg per year. At the same time the stock market for future growth in the bulk remains at a significant level: chocolate consumption in Western Europe is an average of 8.10 kg per year per capita. A few years ago the Polish market of confectionery without sugar was controlled with Western companies that settled down by buying domestic factories that have long been residents and had a major share of the chocolate segment. With the beginning of crisis the position of foreigners were shaken due to changes in exchange rates, and, consequently , increase the value of final products. In Poland, the market of diabetic products often come quite ordinary confectionery factories that open line of diabetic products. At the same time, new manufacturers that specialize in producing healthy food. Polish confectionery market based sweeteners is under development and is not overly saturated.

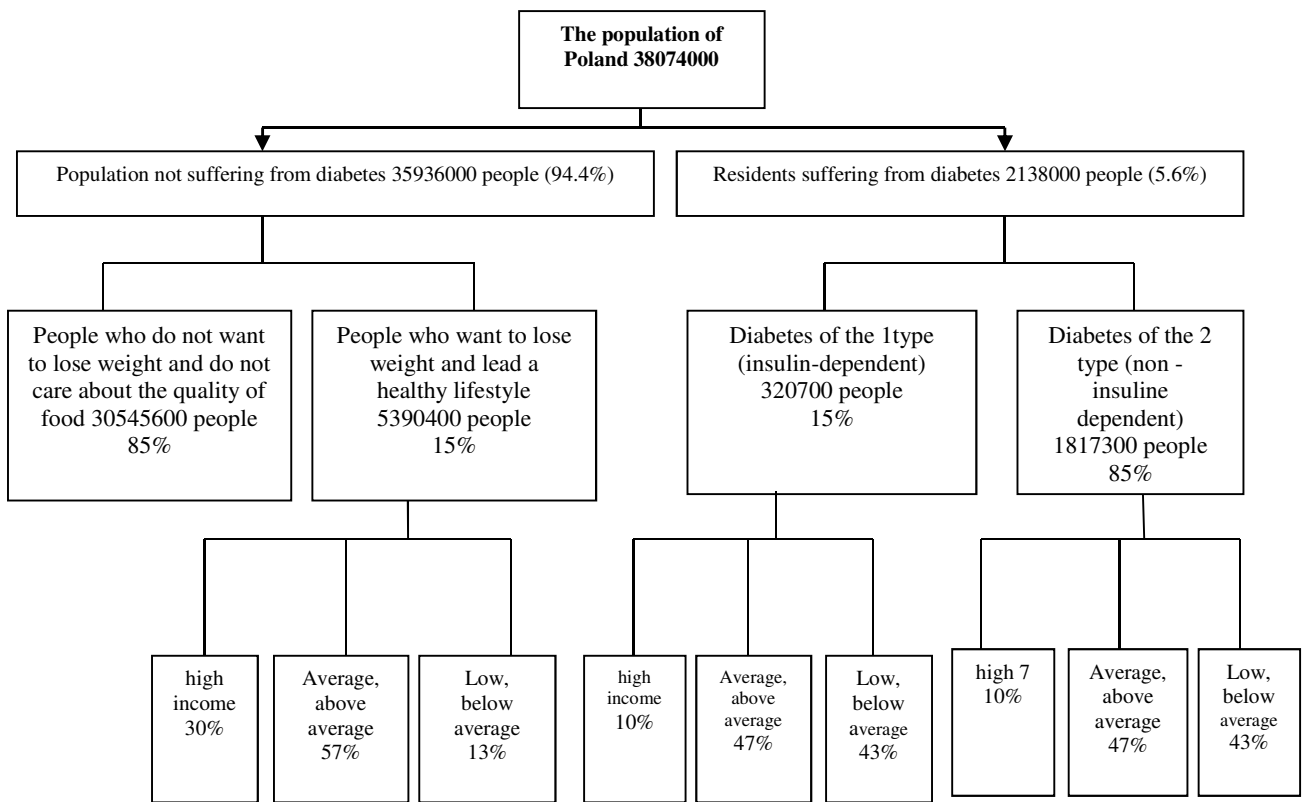


Fig.1. Market segmentation based confectionery sweeteners

Market segmentation based on confectionery sweeteners (see picture) is realized with the following factors: health, relationship to the physical condition of the body, the type of diabetes, income. The data of the study indicate that the number of consumers who suffer from diabetes is 2138 thousand people, of which 15% of diabetes type 1st and 85% 2nd type diabetes. Also, the number of people who want to lose weight or concerned about their calorie food (mostly women 20-50 years of age) is 5390.4 thousand people. This market is sufficiently narrow that generates high competition.