

NIQ BASES Breakthrough Innovation 2025

Poland

NIQ



**To celebrate the
most impactful
innovations**

**Breakthrough
Innovation
Poland 2025**

Methodology



Successful innovations can come in many different forms – some could be disruptive game changers, while others could be launched to fend off competitive pressure, or with the idea of tapping into an emerging consumer trend.

**Breakthrough
Innovation
Winner**



Launched in 2023
Must have reached the minimum sales threshold in year 1 and maintained or increased this in year 2

**Breakthrough
Innovation
Wavemaker**



More recently launched innovations that show great potential or were specifically designed as short-term /seasonal plays

We evaluated Retail Measurement data to identify potential winners. After reviewing more than **2,000** consumer product launches in the **14** macro categories, **25** met the requirements to earn the title of **NIQ Breakthrough Innovation Poland 2025 winner** and **10** earned the title of **NIQ Breakthrough Innovation Poland Wavemaker**.

*The analysis covered **all new products available in the retail stores** in the categories monitored by NielsenIQ, **excluding modifications to products already existing before**, for which only the size or type of packaging has changed (increased/reduced weight, promotional variant, etc). **Own brands of retail chains were also excluded** from the analysis.*

Breakthrough Innovation Poland 2025 - Winners



Kozel 0,0%
Beer



Żywiec LemonŻ
Cola & Lemon 0.0%
Beer



Somersby Cherry
& Apple 4.5%
Beer



Soplica x E.Wedel
- milk liqueurs
Alcoholic Beverages



Żywiec Zdrój
Minerals+
Non-alcoholic
Beverages



Dzik® Energy
Cherry Zero Sugar
Non-alcoholic
Beverages



Tymbark Just Plants
Dairy



Bakoma Men Skyr Protein
Dairy



Tymbark Musly
Semolina & Oat flakes, Rice &
Oat flakes, Millet & Oat flakes
Shelf-stable & Other



Łowicz mousse desserts
Cheesecake with peaches;
Blackcurrant tart; Apple pie
with cinnamon
Shelf-stable & Other

Breakthrough Innovation Poland 2025 - Winners



**Koral Burza,
Chmurka**
Ice Cream



Kaktus Lava
Ice Cream



Prince Polo XXL
Salty Caramel
Confectionary



Nick's - bars & wafers
Confectionary



Nestlé KitKat®
breakfast cereals
Culinary



**Reeva instant/dry
noodles**
Culinary



Krakus Snakersy:
Classic and scorpion pepper
Frozen & Chilled Products



Lisner Śledzik na Raz
Herrings in mushroom
sauce with chanterelles
Frozen & Chilled Products



Przysnacki Chipsy W Kotle Prażone
Caramelized onion, Cheddar & Red onion
Snacks

Breakthrough Innovation Poland 2025 - Winners



**Finish Powerball
Ultimate Plus**
Home Care



**Woolite Keratin
Therapy Fruity**
Home Care



Bourjois Healthy Mix
Serum foundation, Lip Sorbet
lipstick and face powder
Make Up



A.A. YOU.mmy Skin
Peach Flawless Foundation
Make Up



**Ziaja Vitamin C.
B3 niacinamide**
Personal Care



Hairmate
shampoos, conditioners,
oils, masks
Personal Care

Breakthrough Innovation Poland 2025 - Wavemakers



Garage Hardcore 8%
Very Berry Cosmo,
Lemon & Lime Shock,
Grapefruit Hurricane
Beer



Ballantine's
Sweet Blend
Spirit Drink 30%
Alcoholic Beverages



Jacobs Origins
Fusions Brazil & Colombia,
Laos & India; Single Brazil
Hot Beverages



YoPRO - high-protein
dairy products
Dairy



Lorenz Curly Light
peanut classic
Snacks



Nutella Ice Cream
Ice Cream



Kinder Crispy
Confectionary



Makłowicz i Synowie
Domowe Bistro
Frozen & Chilled Products



Cillit Bang Power
Cleaner WC power tabs
pine forest; original
Home Care



Cif Infinite Clean
eucalyptus & lavender;
lemongrass & lime;
lotus & salt
Home Care

Thank you

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