

# Polish Vocational Training Market for Bakers and Pastry Chefs in Poland

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## Executive summary

This market snapshot shows a fragmented Polish training market built from specialist pastry academies, bakery masters running branded schools, culinary studios, vocational training centers, and online course platforms. In the verified public-price sample, **stationary** offers range from **PLN 389** to **PLN 4,800**, while **online** offers range from **PLN 10** to **PLN 699**. The highest-ticket stationary courses are usually long-format, prestige-led, or highly specialized; online courses are materially cheaper and much more confectionery-heavy than bakery-heavy. <sup>1</sup>

A second market exists outside the public catalog layer: supplier-led, custom on-site, and subsidized B2B training. GastroInvest explicitly shows a BUR-funded example where a training worth **PLN 5,600** falls to **PLN 1,120** after 80% support, while Kursor openly promotes KFS/BUR financing for its pastry course. That means public list prices are important, but they do not capture the full commercial logic of the sector. <sup>2</sup>

## Scope and method

I prioritized official provider websites and official e-commerce pages, because those are the most reliable price sources for this assignment. Trade and business publications were used as secondary sources for market context and for mapping the publication landscape, not for the core price ranking. <sup>3</sup>

The ranking logic is **provider-based**, not single-course-based. For each provider and each delivery format, I captured the **highest verified public price** and the **lowest verified public price** visible for a relevant bakery or pastry training offer. That makes it possible to build two separate leaderboards for each format: the most expensive providers, ranked by their highest visible price, and the lowest-priced providers, ranked by their lowest visible price. This matters because many providers sell both premium and entry-level programs at the same time. <sup>4</sup>

I excluded pure vouchers, free supplier demos, and quote-only corporate/on-site training from the rankings. I also excluded offers where the current live page exposed only a **deposit/entry fee** but not the full tuition in a clean, current, public way. That is why **cukiernik.edu.pl** is discussed in limitations rather than inserted into the core online ranking. <sup>5</sup>

## Stationary training pricing

The stationary market is layered. At the top end sit long, intensive, or prestige-led courses from providers such as Instytut Sztuki Kulinarnej, Kursor, URSZI, Wiesław Kucia, WAPAS, and Makro. In the middle sits the

specialist workshop market, with thematic programs in monoporcje, torts, macarons, sourdough bread, or plated desserts. At the entry end sit short, narrower, or more consumer-facing workshops. <sup>6</sup>

A useful caution: the most expensive ticket is not always the most expensive course in time-adjusted terms. Kursor's **80-hour** pastry course at **PLN 4,000** implies roughly **PLN 50 per hour**, while Instytut Sztuki Kulinarnej's **48-hour** complex pastry course at **PLN 4,800** implies about **PLN 100 per hour**. Akademia Wika's **12-hour** bread workshop at **PLN 500** is roughly **PLN 42 per hour**, while URSZI's two-day Monoporcje & Monodesery training at **PLN 3,269** works out at roughly **PLN 204 per hour** based on the provider's own "2 days, about 8 hours daily" description. That means positioning, trainer brand, and specialization can matter more than total duration alone. <sup>7</sup>

### Most expensive stationary providers

Rank	Provider	Verified stationary price range	Highest price used for ranking	Source
1	Instytut Sztuki Kulinarnej	PLN 420–4,800	PLN 4,800	<sup>8</sup>
2	Ośrodek Szkoleniowy Kursor	PLN 4,000–4,000	PLN 4,000	<sup>9</sup>
3	URSZI SHOP	PLN 1,585–3,599	PLN 3,599	<sup>10</sup>
4	Szkoła Artystyczna Wiesława Kuci	PLN 599–3,499	PLN 3,499	<sup>11</sup>
5	WAPAS	PLN 1,200–2,550	PLN 2,550	<sup>12</sup>
6	Akademia Inspiracji Makro	PLN 2,550–2,550	PLN 2,550	<sup>13</sup>
7	Manufaktura Słodkości	PLN 1,400–2,250	PLN 2,250	<sup>14</sup>
8	Akademia Wika	PLN 500–2,000	PLN 2,000	<sup>15</sup>
9	WypiekAna	PLN 1,100–1,650	PLN 1,650	<sup>16</sup>
10	Akademia Sztuki Cukierniczej	PLN 1,200–1,200	PLN 1,200	<sup>17</sup>

The upper end is therefore led by a mix of long-format certification-oriented or semi-vocational programs and high-prestige specialist academies. Instytut Sztuki Kulinarnej and Kursor create the highest visible ceiling, while URSZI, Wiesław Kucia, WAPAS, and Makro define the strong premium band below it. <sup>18</sup>

### Lowest-priced stationary providers

Rank	Provider	Verified stationary price range	Lowest price used for ranking	Source
1	Akademia Gotowania The Best Food	PLN 389–389	PLN 389	<sup>19</sup>

Rank	Provider	Verified stationary price range	Lowest price used for ranking	Source
2	Instytut Sztuki Kulinarnej	PLN 420–4,800	PLN 420	20
3	Akademia Wika	PLN 500–2,000	PLN 500	15
4	Szkoła Artystyczna Wiesława Kuci	PLN 599–3,499	PLN 599	21
5	WypiekAna	PLN 1,100–1,650	PLN 1,100	16
6	Akademia Sztuki Cukierniczej	PLN 1,200–1,200	PLN 1,200	17
7	WAPAS	PLN 1,200–2,550	PLN 1,200	12
8	Manufaktura Słodkości	PLN 1,400–2,250	PLN 1,400	14
9	URSZI SHOP	PLN 1,585–3,599	PLN 1,585	10
10	Akademia Inspiracji Makro	PLN 2,550–2,550	PLN 2,550	13

The low end of the public stationary market is relatively shallow. Excluding free brand demos and negotiated B2B training, the visible floor sits at **PLN 389**, and providers move above **PLN 1,000** very quickly once the class becomes practical, specialized, or trainer-led. That is a strong signal that face-to-face delivery in this category retains pricing power. <sup>22</sup>

## Online training pricing

The online market behaves very differently. Providers sell VOD products, downloadable training libraries, bundles, platform subscriptions, and narrow-topic self-paced programs. This pushes prices down sharply while widening the addressable audience. It also creates a clear asymmetry: pastry content dominates, while bakery-focused online supply is visibly thinner. That statement is an inference from the offer mix on Kucia, URSZI, WypiekAna, Manufaktura Słodkości, Kawał Ciacha, F100, and Courser. <sup>23</sup>

### Most expensive online providers

Rank	Provider	Verified online price range	Highest price used for ranking	Source
1	Instytut Sztuki Kulinarnej	PLN 699–699	PLN 699	24
2	Kawał Ciacha	PLN 597–597	PLN 597	25
3	Manufaktura Słodkości	PLN 200–500	PLN 500	26
4	URSZI SHOP	PLN 139–498	PLN 498	10
5	WypiekAna	PLN 177–405	PLN 405	27
6	Kar-Group	PLN 390–390	PLN 390	28

Rank	Provider	Verified online price range	Highest price used for ranking	Source
7	Warsztat Mistrza	PLN 349–349	PLN 349	29
8	F100	PLN 295–295	PLN 295	30
9	Courser	PLN 199–199	PLN 199	31
10	Wiesław Kucia video store	PLN 10–119	PLN 119	32

### Lowest-priced online providers

Rank	Provider	Verified online price range	Lowest price used for ranking	Source
1	Wiesław Kucia video store	PLN 10–119	PLN 10	32
2	URSZI SHOP	PLN 139–498	PLN 139	10
3	WypiekAna	PLN 177–405	PLN 177	27
4	Courser	PLN 199–199	PLN 199	31
5	Manufaktura Słodkości	PLN 200–500	PLN 200	26
6	F100	PLN 295–295	PLN 295	30
7	Warsztat Mistrza	PLN 349–349	PLN 349	29
8	Kar-Group	PLN 390–390	PLN 390	28
9	Kawał Ciacha	PLN 597–597	PLN 597	25
10	Instytut Sztuki Kulinarnej	PLN 699–699	PLN 699	24

This is the clearest structural finding in the whole study: online prices are not a close substitute for stationary prices. Even the upper end of the verified online sample stays below **PLN 700**, while the stationary market has multiple providers above **PLN 2,500** and several above **PLN 3,000**. That strongly suggests that online plays a different role: scale product, entry product, or lead-generation product rather than a one-to-one replacement for premium practical training. <sup>33</sup>

One important exclusion should be made explicit. **cukiernik.edu.pl** clearly markets a full online vocational route and currently shows an entry fee of **PLN 140** with a standard entry fee of **PLN 190**, but the current live page does not clearly expose the full public tuition in the same way as the providers above. Earlier search-material referenced a larger total course price, but because the live page was not clean enough for a current apples-to-apples comparison, I excluded it from the formal ranking rather than mix deposits with full tuition. <sup>34</sup>

## Publication landscape and market context

The main relevant public titles I found for Poland were **Cukiernictwo i Piekarstwo**, **Mistrz Branży**, **Bake and Sweet**, and **Szef Kuchni**; for sector economics, the most useful non-press contextual source was **Bank Pekao's sector analysis**. *Cukiernictwo i Piekarstwo* describes itself as a specialist nationwide trade title for bakers, pastry chefs, ice-cream makers, and related sectors. *Mistrz Branży* positions itself as a professional portal for bakers, pastry chefs, ice-cream makers, and HoReCa. *Bake and Sweet* is an active current portal covering trends and trade events. *Szef Kuchni* carries general sector commentary. <sup>35</sup>

These publications were useful for market framing, but they did **not** provide a consistent, current, provider-by-provider public price benchmark comparable to what the official provider sites publish. In practice, the provider websites are the real pricing source of truth; trade media are stronger on trend, technology, and vocational-infrastructure coverage than on price transparency. That is an inference from the scanned publication set. <sup>35</sup>

For sector context, Pekao's report says baked-goods production accounts for **nearly 5%** of total Polish food-industry output and highlights pressure from rising labor costs. *Mistrz Branży* also recently covered the new **Branżowe Centra Umiejętności**, including a confectionery-focused center operating in Wieluń. Together, those signals support a straightforward reading: this is a sector with real economic weight, real labor pressure, and continuing institutional investment in vocational development. <sup>36</sup>

## Conclusions

The Polish market is **not one single price ladder**. It is a three-layer market: premium stationary academies, mid-market practical workshops, and low-ticket digital education. The public-price evidence supports that structure very clearly. <sup>37</sup>

The strongest stationary pricing power sits with providers that combine one or more of the following: long duration, recognized trainer brand, business relevance, or deep technical specialization. Instytut Sztuki Kulinarnej, Kursor, URSZI, Wiesław Kucia, WAPAS, and Makro all fit this pattern. <sup>18</sup>

Online education is far cheaper and much more pastry-centered. Bakery-focused online supply exists, but it is narrower and therefore arguably less crowded. From a commercial perspective, this suggests a potential white space for better-productized, bread-focused digital education aimed at serious learners rather than hobby traffic. This is an inference from the verified online offer mix. <sup>38</sup>

Finally, public catalog prices understate the full market because a meaningful share of value likely sits in funded, supplier-backed, or negotiated B2B training. Any commercial strategy built only on open-enrollment list prices would miss that layer. <sup>39</sup>

## Open questions and limitations

Some providers sell custom, on-site, or group corporate programs without transparent public list prices. Those offers are commercially important, but they are not rankable against open-enrollment catalog courses. <sup>40</sup>

Some offers mix deposits, entry fees, subscriptions, bundles, and full-course pricing. Where the live page did not make the final payable training price clear enough, I excluded the provider from the formal ranking instead of forcing comparability that was not really there. <sup>41</sup>

The online market especially skews toward pastry rather than bread baking. That means any “baker and pastry chef” market reading must acknowledge that the two submarkets are not equally represented in digital offer architecture. This is a supply-side observation, not a claim about total learner demand. <sup>42</sup>

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<sup>1</sup> <sup>19</sup> <sup>22</sup> <https://thebestfood.pl/produkt/warsztaty-cukiernicze/>

<https://thebestfood.pl/produkt/warsztaty-cukiernicze/>

<sup>2</sup> <sup>39</sup> <sup>40</sup> <https://gastroinvestgroup.com/szkolenia/szkolenia-cukiernicze/>

<https://gastroinvestgroup.com/szkolenia/szkolenia-cukiernicze/>

<sup>3</sup> <sup>35</sup> <https://lp.elamed.pl/CUK/>

<https://lp.elamed.pl/CUK/>

<sup>4</sup> <sup>6</sup> <sup>8</sup> <sup>18</sup> <sup>37</sup> <https://instytut-sztuki-kulinarnej.pl/produkt/kursy-i-warsztaty/cukiernicze/kompleksowy-kurs-cukierniczy-12-spotkan-12/>

<https://instytut-sztuki-kulinarnej.pl/produkt/kursy-i-warsztaty/cukiernicze/kompleksowy-kurs-cukierniczy-12-spotkan-12/>

<sup>5</sup> <https://www.sempreinfo.pl/oferta/szkolenia-cukiernicze>

<https://www.sempreinfo.pl/oferta/szkolenia-cukiernicze>

<sup>7</sup> <sup>9</sup> <https://www.kursor.edu.pl/szkolenia/kursy-zawodowe/kurs-cukiernika/>

<https://www.kursor.edu.pl/szkolenia/kursy-zawodowe/kurs-cukiernika/>

<sup>10</sup> <https://urszi.pl/szkolenia>

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<sup>11</sup> <https://sklep.kucia.com.pl/dla-piekarzy/>

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<sup>12</sup> <https://www.wapas.pl/szkolenie-cukiernicze/cookies/>

<https://www.wapas.pl/szkolenie-cukiernicze/cookies/>

<sup>13</sup> <https://akademia-inspiracji-makro.pl/warsztaty/5-dniowy-kurs-cukierniczy/>

<https://akademia-inspiracji-makro.pl/warsztaty/5-dniowy-kurs-cukierniczy/>

<sup>14</sup> <https://manufaktura-slodkosci.pl/szkolenia-stacjonarne/>

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<sup>15</sup> <https://akademiawika.pl/szkolenie-piekarnicze-warsztaty-wypieku-chleba/>

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<sup>16</sup> <https://sklep.wypiekana.pl/kolekcja/warsztaty-akademia-wypiekana/1/phot>

<https://sklep.wypiekana.pl/kolekcja/warsztaty-akademia-wypiekana/1/phot>

<sup>17</sup> <https://akademiasztukicukierniczej.pl/kalendarz/lista/>

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<sup>20</sup> <https://instytut-sztuki-kulinarnej.pl/produkt/kursy-i-warsztaty/cukiernicze/kurs-cukierniczy-ptysie-i-eklery-11/>

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<https://manufaktura-slodkosci.pl/szkolenia-online/>

27 <https://sklep.wypiekana.pl/pl/c/Kurs-Online/57>

<https://sklep.wypiekana.pl/pl/c/Kurs-Online/57>

28 <https://szkolenia-kargroup.eu/produkt/kurs-cukiernik/>

<https://szkolenia-kargroup.eu/produkt/kurs-cukiernik/>

29 <https://www.warsztatmistrza.pl/course/makroniki>

<https://www.warsztatmistrza.pl/course/makroniki>

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<https://f100.pl/platforma-edukacyjna/kurs-cukiernika/>

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<https://courser.pl/kurs/kurs-piekarz/>

34 41 <https://cukiernik.edu.pl/>

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