

Calming and Sleeping in Poland

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Abstracts

Many Poles lead hectic and stressful lifestyles without time to exercise, relax and follow a healthy diet. Increasing numbers of Polish people are working overtime and do not undertake any physical activity. As a consequence, the incidence of sleeping disorders and anxiety is increasing. Polish consumers suffering from such disorders prefer to seek advice from a chemist/pharmacist and to self-medicate rather than visit a doctor, which often involves lengthy waiting times. Such social attitudes...

Euromonitor International's Calming and Sleeping in Poland report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2010-2014, allowing you to identify the sectors driving growth. Forecasts to 2019 illustrate how the market is set to change.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Calming and Sleeping market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research

reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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