

Consumer Health in Poland

<https://marketpublishers.com/r/C3285071D42EN.html>

Date: September 2023

Pages: 110

Price: US\$ 2,650.00 (Single User License)

ID: C3285071D42EN

Abstracts

The consumer health industry in Poland registered a decline in constant value terms in 2023, following the static performance of the previous year. This was against a backdrop of rising inflation, exacerbated by the conflict in neighbouring Ukraine, with rising food and energy prices causing many Poles to purchase fewer non-essential items or trade down to cheaper alternatives.

Euromonitor International's Consumer Health 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 2018-2022, allowing you to identify the sectors driving growth. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Allergy Care, Herbal/Traditional Products, OTC, Paediatric Consumer Health, Sports Nutrition, Vitamins and Dietary Supplements, Weight Management and Wellbeing.

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

Why buy this report?

Get a detailed picture of the Consumer Health 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.

Contents

CONSUMER HEALTH IN POLAND

EXECUTIVE SUMMARY

Consumer health in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for consumer health?

MARKET INDICATORS

Table 1 Consumer Expenditure on Health Goods and Medical Services: Value 2018-2023

Table 2 Life Expectancy at Birth 2018-2023

MARKET DATA

Table 3 Sales of Consumer Health by Category: Value 2018-2023

Table 4 Sales of Consumer Health by Category: % Value Growth 2018-2023

Table 5 NBO Company Shares of Consumer Health: % Value 2019-2023

Table 6 LBN Brand Shares of Consumer Health: % Value 2020-2023

Table 7 Penetration of Private Label in Consumer Health by Category: % Value 2018-2023

Table 8 Distribution of Consumer Health by Format: % Value 2018-2023

Table 9 Distribution of Consumer Health by Format and Category: % Value 2023

Table 10 Forecast Sales of Consumer Health by Category: Value 2023-2028

Table 11 Forecast Sales of Consumer Health by Category: % Value Growth 2023-2028

APPENDIX

OTC registration and classification

Vitamins and dietary supplements registration and classification

Self-medication/self-care and preventive medicine

Switches

Summary 1 OTC: Switches 2022-2023

DISCLAIMER

DEFINITIONS

SOURCES

Summary 2 Research Sources

ANALGESICS IN POLAND

KEY DATA FINDINGS

2023 DEVELOPMENTS

Poles continue to seek out immediate remedies for pain relief

Ketoprofen sees rapid growth, amid growing preference for stronger painkillers

Wide availability of painkillers supports further expansion

PROSPECTS AND OPPORTUNITIES

Growth returns to pre-pandemic and war levels

High rate of inflation will be reflected in enduring demand for affordable alternatives

Market for analgesics will remain consolidated

CATEGORY DATA

Table 12 Sales of Analgesics by Category: Value 2018-2023

Table 13 Sales of Analgesics by Category: % Value Growth 2018-2023

Table 14 NBO Company Shares of Analgesics: % Value 2019-2023

Table 15 LBN Brand Shares of Analgesics: % Value 2020-2023

Table 16 Forecast Sales of Analgesics by Category: Value 2023-2028

Table 17 Forecast Sales of Analgesics by Category: % Value Growth 2023-2028

COUGH, COLD AND ALLERGY (HAY FEVER) REMEDIES IN POLAND

KEY DATA FINDINGS

2023 DEVELOPMENTS

Influenza cases surge in 2023, amid decline in take-up rate of vaccinations

Growth in demand of allergy medications, thanks to return to pre-pandemic lifestyles

GSK healthcare leads intensely competitive category

PROSPECTS AND OPPORTUNITIES

Continued growth expected, although elevated manufacturing costs will place pressure on pricing

Focus on further development of umbrella brands and “all-in-one” solutions

Advertising to remain paramount for success

CATEGORY DATA

Table 18 Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: Value 2018-2023

Table 19 Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: % Value Growth 2018-2023

Table 20 NBO Company Shares of Cough, Cold and Allergy (Hay Fever) Remedies: % Value 2019-2023

Table 21 LBN Brand Shares of Cough, Cold and Allergy (Hay Fever) Remedies: % Value 2020-2023

Table 22 Forecast Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: Value 2023-2028

Table 23 Forecast Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: % Value Growth 2023-2028

DIGESTIVE REMEDIES IN POLAND

KEY DATA FINDINGS

2023 DEVELOPMENTS

Busier lifestyles and poor dietary habits fuel sales in 2023

Competition from dietary supplements is on the rise

Private labels are on the rise

PROSPECTS AND OPPORTUNITIES

Healthy growth expected, despite expected price increases

Broad accessibility will be crucial for growth

Ease of use will be an important consideration for customers

CATEGORY DATA

Table 24 Sales of Digestive Remedies by Category: Value 2018-2023

Table 25 Sales of Digestive Remedies by Category: % Value Growth 2018-2023

Table 26 NBO Company Shares of Digestive Remedies: % Value 2019-2023

Table 27 LBN Brand Shares of Digestive Remedies: % Value 2020-2023

Table 28 Forecast Sales of Digestive Remedies by Category: Value 2023-2028

Table 29 Forecast Sales of Digestive Remedies by Category: % Value Growth 2023-2028

DERMATOLOGICALS IN POLAND

KEY DATA FINDINGS

2023 DEVELOPMENTS

Continued growth in 2023, with hair loss treatments leading the way

Multifunctional products are on the rise, while dermocosmetics gain traction

Competitive landscape remains diverse with players focusing on their own areas of expertise

PROSPECTS AND OPPORTUNITIES

Further growth anticipated, although market is increasingly saturated

Nutricosmetics will continue to emerge

Rising preference for herbal solutions

CATEGORY DATA

Table 30 Sales of Dermatologicals by Category: Value 2018-2023

Table 31 Sales of Dermatologicals by Category: % Value Growth 2018-2023

Table 32 NBO Company Shares of Dermatologicals: % Value 2019-2023

Table 33 LBN Brand Shares of Dermatologicals: % Value 2020-2023

Table 34 LBN Brand Shares of Hair Loss Treatments: % Value 2020-2023

Table 35 Forecast Sales of Dermatologicals by Category: Value 2023-2028

Table 36 Forecast Sales of Dermatologicals by Category: % Value Growth 2023-2028

NRT SMOKING CESSATION AIDS IN POLAND

KEY DATA FINDINGS

2023 DEVELOPMENTS

Incidence of smoking in Poland remains high, especially amongst men

E-cigarettes offer an alternative to NRT solutions

NRT gums are the preferred choice for quitting smoking

PROSPECTS AND OPPORTUNITIES

More optimistic outlook expected

Government efforts, including excise tax hikes, could support smoking cessation moving forward

NRT chewing gums set to remain popular, thanks to choice of flavours and breath-freshening attributes

CATEGORY INDICATORS

Table 37 Number of Smokers by Gender 2018-2023

CATEGORY DATA

Table 38 Sales of NRT Smoking Cessation Aids by Category: Value 2018-2023

Table 39 Sales of NRT Smoking Cessation Aids by Category: % Value Growth 2018-2023

Table 40 NBO Company Shares of NRT Smoking Cessation Aids: % Value 2019-2023

Table 41 LBN Brand Shares of NRT Smoking Cessation Aids: % Value 2020-2023

Table 42 Forecast Sales of NRT Smoking Cessation Aids by Category: Value 2023-2028

Table 43 Forecast Sales of NRT Smoking Cessation Aids by Category: % Value Growth 2023-2028

SLEEP AIDS IN POLAND

KEY DATA FINDINGS

2023 DEVELOPMENTS

Financial and health-related anxieties have negative impact on sleep quality

Dietary supplements and herbal products pose competitive challenges

Switch of doxylamine enables new product launches

PROSPECTS AND OPPORTUNITIES

Outlook looks promising for sleep aids, given fast-based nature of modern lifestyles

Interest in herbal products, including CBD sleep aids, will continue to rise

Melatonin trends will continue into the forecast period

CATEGORY DATA

Table 44 Sales of Sleep Aids: Value 2018-2023

Table 45 Sales of Sleep Aids: % Value Growth 2018-2023

Table 46 NBO Company Shares of Sleep Aids: % Value 2019-2023

Table 47 LBN Brand Shares of Sleep Aids: % Value 2020-2023

Table 48 Forecast Sales of Sleep Aids: Value 2023-2028

Table 49 Forecast Sales of Sleep Aids: % Value Growth 2023-2028

EYE CARE IN POLAND

KEY DATA FINDINGS

2023 DEVELOPMENTS

Prolonged exposure to electronic devices is linked to wide range of vision issues

Demographic shifts give rise to increase in eye problems

Private labels go from strength to strength, thanks their favourable quality-price ratio

PROSPECTS AND OPPORTUNITIES

Future looks promising for eye care

Rebound in demand for allergy products

Eye health supplements prove to be increasingly popular, as consumers seek out natural, preventative remedies

CATEGORY DATA

Table 50 Sales of Eye Care by Category: Value 2018-2023

Table 51 Sales of Eye Care by Category: % Value Growth 2018-2023

Table 52 NBO Company Shares of Eye Care: % Value 2019-2023

Table 53 LBN Brand Shares of Eye Care: % Value 2020-2023

Table 54 Forecast Sales of Eye Care by Category: Value 2023-2028

Table 55 Forecast Sales of Eye Care by Category: % Value Growth 2023-2028

WOUND CARE IN POLAND

KEY DATA FINDINGS

2023 DEVELOPMENTS

Wound care products see more stable demand

Wound care for Ukrainian refugees is still essential

Convenience of use becomes more important factor in purchasing decisions

PROSPECTS AND OPPORTUNITIES

Growth opportunities appear to be limited

Private labels will continue to rise

Bricks-and-mortar pharmacies will continue as most important distribution channel

CATEGORY DATA

Table 56 Sales of Wound Care by Category: Value 2018-2023

Table 57 Sales of Wound Care by Category: % Value Growth 2018-2023

Table 58 NBO Company Shares of Wound Care: % Value 2019-2023

Table 59 LBN Brand Shares of Wound Care: % Value 2020-2023

Table 60 Forecast Sales of Wound Care by Category: Value 2023-2028

Table 61 Forecast Sales of Wound Care by Category: % Value Growth 2023-2028

VITAMINS IN POLAND

KEY DATA FINDINGS

2023 DEVELOPMENTS

Modest growth for vitamins in 2023, following surge during the pandemic

Specialised product lines prove to be popular

Multivitamins gain traction

PROSPECTS AND OPPORTUNITIES

Positive outlook moving forward as consumers continue to embrace preventative health measures

Demand for children's supplements will continue

Bricks-and-mortar pharmacies will remain popular among consumers

CATEGORY DATA

Table 62 Sales of Vitamins by Category: Value 2018-2023

Table 63 Sales of Vitamins by Category: % Value Growth 2018-2023

Table 64 Sales of Multivitamins by Positioning: % Value 2018-2023

Table 65 NBO Company Shares of Vitamins: % Value 2019-2023

Table 66 LBN Brand Shares of Vitamins: % Value 2020-2023

Table 67 Forecast Sales of Vitamins by Category: Value 2023-2028

Table 68 Forecast Sales of Vitamins by Category: % Value Growth 2023-2028

DIETARY SUPPLEMENTS IN POLAND

KEY DATA FINDINGS

2023 DEVELOPMENTS

Demand for dietary supplements continues unabated in 2023

Manufacturers continually diversify their product offer

Minerals and combination dietary supplements remain most popular choices

PROSPECTS AND OPPORTUNITIES

Pharmacies will retain their stronghold on sales, despite inroads made by e-commerce

Upcoming changes to dietary supplement advertising regulations

Ease of use and customisation will gain traction

CATEGORY DATA

Table 69 Sales of Dietary Supplements by Category: Value 2018-2023

Table 70 Sales of Dietary Supplements by Category: % Value Growth 2018-2023

Table 71 Sales of Dietary Supplements by Positioning: % Value 2018-2023

Table 72 NBO Company Shares of Dietary Supplements: % Value 2019-2023

Table 73 LBN Brand Shares of Dietary Supplements: % Value 2020-2023

Table 74 Forecast Sales of Dietary Supplements by Category: Value 2023-2028

Table 75 Forecast Sales of Dietary Supplements by Category: % Value Growth 2023-2028

WEIGHT MANAGEMENT AND WELLBEING IN POLAND

KEY DATA FINDINGS

2023 DEVELOPMENTS

Growing interest in quick-fix weight management solutions

Fitness aspirations fuel market growth

Subscription meal replacements benefit from increased consumer interest

PROSPECTS AND OPPORTUNITIES

Weight management and wellbeing products have promising future

Protein and natural ingredients will be highly desirable features

Other weight loss methods could pose threat to sales

CATEGORY DATA

Table 76 Sales of Weight Management and Wellbeing by Category: Value 2018-2023

Table 77 Sales of Weight Management and Wellbeing by Category: % Value Growth 2018-2023

Table 78 NBO Company Shares of Weight Management and Wellbeing: % Value 2019-2023

Table 79 LBN Brand Shares of Weight Management and Wellbeing: % Value 2020-2023

Table 80 Forecast Sales of Weight Management and Wellbeing by Category: Value 2023-2028

Table 81 Forecast Sales of Weight Management and Wellbeing by Category: % Value Growth 2023-2028

SPORTS NUTRITION IN POLAND

KEY DATA FINDINGS

2023 DEVELOPMENTS

Sports nutrition continues its positive growth trend in 2023

Protein supplements still lead, but other segments gain traction

Plant-based and organic products are becoming more popular

PROSPECTS AND OPPORTUNITIES

Positive outlook for sports nutrition

Online distribution will be key to future expansion

CBD products will gain traction

CATEGORY DATA

Table 82 Sales of Sports Nutrition by Category: Value 2018-2023

Table 83 Sales of Sports Nutrition by Category: % Value Growth 2018-2023

Table 84 NBO Company Shares of Sports Nutrition: % Value 2019-2023

Table 85 LBN Brand Shares of Sports Nutrition: % Value 2020-2023

Table 86 Forecast Sales of Sports Nutrition by Category: Value 2023-2028

Table 87 Forecast Sales of Sports Nutrition by Category: % Value Growth 2023-2028

HERBAL/TRADITIONAL PRODUCTS IN POLAND

KEY DATA FINDINGS

2023 DEVELOPMENTS

Demand for herbal products continues to rise

Herbal sleep aids are gaining traction

PROSPECTS AND OPPORTUNITIES

Bright future for the herbal segment

While safety is a clear benefit, the efficacy of herbal remedies will be questioned

Bricks-and-mortar outlets will remain the main sales channel, with e-commerce being integral to omnichannel strategies

CATEGORY DATA

Table 88 Sales of Herbal/Traditional Products by Category: Value 2018-2023

Table 89 Sales of Herbal/Traditional Products by Category: % Value Growth 2018-2023

Table 90 NBO Company Shares of Herbal/Traditional Products: % Value 2019-2023

Table 91 LBN Brand Shares of Herbal/Traditional Products: % Value 2020-2023

Table 92 Forecast Sales of Herbal/Traditional Products by Category: Value 2023-2028

Table 93 Forecast Sales of Herbal/Traditional Products by Category: % Value Growth 2023-2028

PAEDIATRIC CONSUMER HEALTH IN POLAND

KEY DATA FINDINGS

2023 DEVELOPMENTS

Improved performance in 2023, assisted by return to pre-pandemic lifestyles

Paediatric medicines are no longer a niche

Trend towards variants for infants under one year old, driven by social pressures

PROSPECTS AND OPPORTUNITIES

Optimistic prospects for the future

Falling vaccination rates could place children at risk of illness

Seasonality is still an important factor

CATEGORY DATA

Table 94 Sales of Paediatric Consumer Health by Category: Value 2018-2023

Table 95 Sales of Paediatric Consumer Health by Category: % Value Growth 2018-2023

Table 96 NBO Company Shares of Paediatric Consumer Health: % Value 2019-2023

Table 97 LBN Brand Shares of Paediatric Consumer Health: % Value 2020-2023

Table 98 Forecast Sales of Paediatric Consumer Health by Category: Value 2023-2028

Table 99 Forecast Sales of Paediatric Consumer Health by Category: % Value Growth 2023-2028

I would like to order

Product name: Consumer Health in Poland

Product link: <https://marketpublishers.com/r/C3285071D42EN.html>

Price: US\$ 2,650.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/C3285071D42EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970