

Analgesics in Poland

Market Direction | 2022-09-20 | 28 pages | Euromonitor

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Report description:

Polish consumers have been using analgesics widely for years. According to a 2020 survey conducted by the Central Statistical Office, almost half of the adult population admit to using them. The COVID-19 pandemic exacerbated this trend, as these drugs were recommended as the first means of coping with illness. A reason for the increase in sales of painkillers was also the difficulty in accessing doctors' appointments during the time of the pandemic. In 2022, this situation has stabilised, althou...

Euromonitor International's Analgesics 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 2017-2021, allowing you to identify the sectors driving growth. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Systemic Analgesics, Topical Analgesics/Anaesthetic.

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

Why buy this report?

- * Get a detailed picture of the Analgesics 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.

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Table of Contents:

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List Of Contents And Tables

ANALGESICS IN POLAND

KEY DATA FINDINGS

2022 DEVELOPMENTS

Consumption of analgesics continues to rise, with half the adult population admitting to regular use

Fast-acting analgesics with active ingredients remain the most popular

Strong competition limits price increases, as domestic players benefit from closer contact with consumers

PROSPECTS AND OPPORTUNITIES

Advertising remains the main driver of growth for analgesics, with players promoting the strength of their brands

Growing importance of the online channel, as players embrace omnichannel offerings

Russia-Ukraine war has boosted sales of analgesics through humanitarian purchases

CATEGORY DATA

Table 1 les of Analgesics by Category: Value 2017-2022

Table 2 les of Analgesics by Category: % Value Growth 2017-2022

Table 3 O Company Shares of Analgesics: % Value 2018-2022

Table 4 N Brand Shares of Analgesics: % Value 2019-2022

Table 5 recast Sales of Analgesics by Category: Value 2022-2027

Table 6 recast Sales of Analgesics by Category: % Value Growth 2022-2027

CONSUMER HEALTH IN POLAND

EXECUTIVE SUMMARY

Consumer health in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for consumer health?

MARKET INDICATORS

Table 7 nsumer Expenditure on Health Goods and Medical Services: Value 2017-2022

Table 8 fe Expectancy at Birth 2017-2022

MARKET DATA

Table 9 les of Consumer Health by Category: Value 2017-2022

Table 10 les of Consumer Health by Category: % Value Growth 2017-2022

Table 11 O Company Shares of Consumer Health: % Value 2018-2022

Table 12 N Brand Shares of Consumer Health: % Value 2019-2022

Table 13 netration of Private Label in Consumer Health by Category: % Value 2017-2022

Table 14 strribution of Consumer Health by Format: % Value 2017-2022

Table 15 strribution of Consumer Health by Format and Category: % Value 2022

Table 16 recast Sales of Consumer Health by Category: Value 2022-2027

Table 17 recast Sales of Consumer Health by Category: % Value Growth 2022-2027

APPENDIX

OTC registration and classification

Vitamins and dietary supplements registration and classification

Self-medication/self-care and preventive medicine

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Switches

Summary 1 OTC: Switches 2021-2022

DISCLAIMER

DEFINITIONS

SOURCES

Summary 2 Research Sources

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