

Consumer Health in Poland

Market Direction | 2022-09-20 | 113 pages | Euromonitor

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Report description:

Consumer health in Poland is seeing a clear rebound after the downturn caused by the outbreak of the COVID-19 pandemic. The lifting of pandemic restrictions, the return to offices, gymnasiums or fitness clubs and, above all, private and business travel resuming, are all combining to accelerate growth. This is due to the return of other illnesses and ailments beyond COVID-19, for example an increase in influenza or the common cold, as consumers have been out and about socialising again. These ele...

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 2017-2021, allowing you to identify the sectors driving growth. Forecasts to 2026 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.

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Euromonitor International
September 2022

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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

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After a slowdown during the time of home seclusion, demand for allergy medicines increases in line with a return to outside lifestyles

Players are inventive with developments in a fiercely competitive category

PROSPECTS AND OPPORTUNITIES

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Multifunctional products rise in demand, such as those with both medicinal and aesthetic effects

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KEY DATA FINDINGS

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Distribution remains based on brick-and-mortar pharmacies

PROSPECTS AND OPPORTUNITIES

Future prospects look moderately optimistic, with high prices remaining a barrier to stronger sales

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KEY DATA FINDINGS

2022 DEVELOPMENTS

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Private labels go from strength to strength, thanks to offering quality at lower prices

PROSPECTS AND OPPORTUNITIES

Eye care sees good prospects for development, due to ongoing eye health issues among consumers

Dietary supplements and vitamins very popular, as consumers seek natural remedies to help with their ailments

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Advertising remains key, with targeted campaigns based on technological breakthroughs and supported by celebrities

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