

## **Dietary Supplements in Poland**

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

### **AVAILABLE LICENSES:**

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

### **Report description:**

As seen in vitamins, the popularity of dietary supplements has been further boosted by the event of the pandemic. According to survey results from "Poles and Dietary Supplements 2022", just over two-thirds of Polish consumers already take dietary supplements, and many stated they became more likely to use dietary supplements during and after the pandemic. The interest in dietary supplements is, on the one hand, related to the desire to strengthen immunity for fear of contracting COVID-19 and, on...

Euromonitor International's Dietary Supplements 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: Combination Dietary Supplements, Herbal/Traditional Dietary Supplements, Non-Herbal/Traditional Dietary Supplements.

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

Why buy this report?

- \* Get a detailed picture of the Dietary Supplements 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.

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## Table of Contents:

Dietary Supplements in Poland  
Euromonitor International  
September 2022

### List Of Contents And Tables

#### DIETARY SUPPLEMENTS IN POLAND

##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

Popularity of dietary supplements continues beyond the time of the pandemic

Steady increase seen in the number of new manufacturers and brands

Efficient marketing remains key, with consumers attracted to bold claims

##### PROSPECTS AND OPPORTUNITIES

Customer awareness of the difference between OTC medicine and dietary supplements is slowly growing

Convenience of use remains an important factor, with formats easy to swallow

Personalisation a visible and growing trend, with formulations individually composed for specific customers

##### CATEGORY DATA

Table 1 les of Dietary Supplements by Category: Value 2017-2022

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

Table 3 Sales of Dietary Supplements by Positioning: % Value 2017-2022

Table 4 O Company Shares of Dietary Supplements: % Value 2018-2022

Table 5 N Brand Shares of Dietary Supplements: % Value 2019-2022

Table 6 recast Sales of Dietary Supplements by Category: Value 2022-2027

Table 7 recast Sales of Dietary Supplements 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 8 nsumer Expenditure on Health Goods and Medical Services: Value 2017-2022

Table 9 fe Expectancy at Birth 2017-2022

##### MARKET DATA

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

Table 11 les of Consumer Health by Category: % Value Growth 2017-2022

Table 12 O Company Shares of Consumer Health: % Value 2018-2022

Table 13 N Brand Shares of Consumer Health: % Value 2019-2022

Table 14 netration of Private Label in Consumer Health by Category: % Value 2017-2022

Table 15 tribution of Consumer Health by Format: % Value 2017-2022

Table 16 tribution of Consumer Health by Format and Category: % Value 2022

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

Table 18 recast Sales of Consumer Health by Category: % Value Growth 2022-2027

##### APPENDIX

OTC registration and classification

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Vitamins and dietary supplements registration and classification

Self-medication/self-care and preventive medicine

Switches

Summary 1     OTC: Switches 2021-2022

DISCLAIMER

DEFINITIONS

SOURCES

Summary 2 Research Sources

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## Dietary Supplements in Poland

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

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

### ORDER FORM:

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ \*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2025-05-03"/>
		Signature	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com