

Dietary Supplements in Poland

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

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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.

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KEY DATA FINDINGS

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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

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Vitamins and dietary supplements registration and classification

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