

Herbal/Traditional Products in Poland

Market Direction | 2022-09-20 | 27 pages | Euromonitor

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Report description:

Sales of herbal-based medicines and supplements are correlated with the broader environment of medicines. This is because consumers seek the solution to the health problem first, with the composition of the product to help usually being of secondary importance. Therefore, during the pandemic, sales of herbal preparations mimicked overall medicinal product trends, with herbal equivalents of immune boosters and digestive or cold remedies being popular. Furthermore, within a post-pandemic landscape...

Euromonitor International's Herbal/Traditional Products 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: Herbal/Traditional Cough, Cold and Allergy (Hay Fever) Remedies, Herbal/Traditional Dermatologicals, Herbal/Traditional Dietary Supplements, Herbal/Traditional Digestive Remedies, Herbal/Traditional Paediatric Dietary Supplements, Herbal/Traditional Sleep Aids, Herbal/Traditional Tonics, Herbal/Traditional Topical Analgesics.

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

Why buy this report?

- * Get a detailed picture of the Herbal/Traditional Products 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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Polish consumers continue to self-medicate, due to inefficient health system

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