

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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Table of Contents:

Herbal/Traditional Products in Poland
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List Of Contents And Tables

HERBAL/TRADITIONAL PRODUCTS IN POLAND

KEY DATA FINDINGS

2022 DEVELOPMENTS

Herbal/traditional products maintain healthy growth in line with health and wellness trends

Natural and eco trends drive demand forwards, including for CBD-based products

Polish consumers continue to self-medicate, due to inefficient health system

PROSPECTS AND OPPORTUNITIES

Growth prospects look healthy for herbal/traditional products

Herbal products perceived as safe, without the need for a doctor's recommendation

Drugstores and organic shops remain the main channel, with e-commerce involved in omnichannel strategies

CATEGORY DATA

Table 1 Sales of Herbal/Traditional Products by Category: Value 2017-2022

Table 2 Sales of Herbal/Traditional Products by Category: % Value Growth 2017-2022

Table 3 NBO Company Shares of Herbal/Traditional Products: % Value 2018-2022

Table 4 LBN Brand Shares of Herbal/Traditional Products: % Value 2019-2022

Table 5 recast Sales of Herbal/Traditional Products by Category: Value 2022-2027

Table 6 recast Sales of Herbal/Traditional Products 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 Consumer Expenditure on Health Goods and Medical Services: Value 2017-2022

Table 8 Life Expectancy at Birth 2017-2022

MARKET DATA

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

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

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

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

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

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

Table 15 Distribution 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

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Self-medication/self-care and preventive medicine

Switches

Summary 1 OTC: Switches 2021-2022

DISCLAIMER

DEFINITIONS

SOURCES

Summary 2 Research Sources

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