

## **Paediatric Consumer Health 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:**

Paediatric medicines and supplements has been experiencing clear sales increases for years. The outbreak of the COVID-19 pandemic slowed this trend somewhat, but the situation is now returning to normal. This is mainly influenced by children being more active outdoors, socialising, and returning to school. As such, higher levels of interaction have led to higher rates of illness and ailments within children, from coughs and colds through to outbreaks of head lice. As such, demand for paediatric...

Euromonitor International's Paediatric 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: Nappy (Diaper) Rash Treatments, Paediatric Analgesics, Paediatric Cough, Cold and Allergy Remedies, Paediatric Dermatologicals, Paediatric Digestive Remedies, Paediatric Vitamins and 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 Paediatric 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.

**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:

Paediatric Consumer Health in Poland  
Euromonitor International  
September 2022

### List Of Contents And Tables

#### PAEDIATRIC CONSUMER HEALTH IN POLAND

##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

Paediatric consumer health grows in line with more social and out-of-home lifestyles

Players adapt strategies and dosages to tailor products specifically to children

Rising trend in variants for infants under one year old, driven by social pressure

##### PROSPECTS AND OPPORTUNITIES

Excellent prospects for further growth, in line with general consumer health trends

Pharmacy chains expand their own paediatric private label portfolios

Ukrainian refugees of women and children expand consumer base for paediatric medicines

##### CATEGORY DATA

Table 1 les of Paediatric Consumer Health by Category: Value 2017-2022

Table 2 les of Paediatric Consumer Health by Category: % Value Growth 2017-2022

Table 3 les of Paediatric Vitamins and Dietary Supplements by Type: % Value 2017-2022

Table 4 NBO Company Shares of Paediatric Consumer Health: % Value 2018-2022

Table 5 LBN Brand Shares of Paediatric Consumer Health: % Value 2019-2022

Table 6 recast Sales of Paediatric Consumer Health by Category: Value 2022-2027

Table 7 recast Sales of Paediatric Consumer Health 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)

## Paediatric Consumer Health 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="2026-02-20"/>
		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