

Sports Nutrition in Poland

Market Direction | 2022-09-20 | 25 pages | Euromonitor

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Report description:

Two years of the pandemic, recurring restrictions (including the closure of sports facilities), social isolation and, often, non-ergonomic working conditions at home, all combined to have a negative impact on the level of physical activity among Polish consumers. Within this environment, many consumers gained weight and, according to research, Poles gained 4kg per person, on average, during the isolation period.

Euromonitor International's Sports Nutrition 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: Sports Non-Protein Products, Sports Protein Products.

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

Why buy this report?

- * Get a detailed picture of the Sports Nutrition 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:

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List Of Contents And Tables

SPORTS NUTRITION IN POLAND

KEY DATA FINDINGS

2022 DEVELOPMENTS

Sports nutrition back on an upward trajectory as sporting activities resume

Older Poles more reluctant to exercise, whereas younger generations embrace sporting trends

Sports nutrition products expand their reach beyond professional athletes and bodybuilders

PROSPECTS AND OPPORTUNITIES

Naturalness, veganism, and clean labels drive trends

Exercising at home trend continues, even after fitness clubs and gyms reopened

E-commerce sales will continue to grow in sports nutrition products, albeit at slower levels than seen during the boom

CATEGORY DATA

Table 1 les □of Sports Nutrition by Category: Value 2017-2022

Table 2 les □of Sports Nutrition by Category: % Value Growth 2017-2022

Table 3 NBO Company Shares of Sports Nutrition: % Value 2018-2022

Table 4 LBN Brand Shares of Sports Nutrition: % Value 2019-2022

Table 5 recast □Sales of Sports Nutrition by Category: Value 2022-2027

Table 6 recast □Sales of Sports Nutrition 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 nsumer □Expenditure on Health Goods and Medical Services: Value 2017-2022

Table 8 fe □Expectancy at Birth 2017-2022

MARKET DATA

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

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

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

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

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

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

Table 15 stribution □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

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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