

Vitamins in Poland

Market Direction | 2023-09-22 | 26 pages | Euromonitor

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Report description:

Following a remarkable surge in demand for vitamins during the peak of the pandemic, growth remained fairly modest in retail volume terms in 2023. While vitamins remain a staple in many Polish households, the immense initial demand set a high baseline, rendering subsequent growth more modest. With COVID-19 becoming an increasingly manageable illness, there was a palpable reduction in fear amongst Poles, leading to a decline in the stockpiling of vitamin supplies. However, the long-term health co...

Euromonitor International's Vitamins 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 2018-2022, allowing you to identify the sectors driving growth. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Multivitamins, Single Vitamins.

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

Why buy this report?

- * Get a detailed picture of the Vitamins 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.

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VITAMINS IN POLAND

KEY DATA FINDINGS

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Self-medication/self-care and preventive medicine

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