

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.

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VITAMINS IN POLAND

KEY DATA FINDINGS

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