



PMR Industry Report

# Dietary supplements market in Poland 2018

## Market analysis and development forecasts for 2018-2023

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### Take advantage of the PMR offer

If you are interested in the PMR report or deepening of selected segments or additional expertise on the Pharmaceutical market, I invite you to contact our consultants.



*Monika Stefaniak*

Head Pharmaceutical Market Expert

### Contact PMR and get more info:

+48 12 340 51 30 | [support@pmrcorporate.com](mailto:support@pmrcorporate.com)

PMR Ltd. Sp. z o.o., ul. Mogilska 65, 31-545 Kraków

## PMR Report

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- **Unique 5-year forecasts** prepared by the PMR team using a **proven and coherent methodology**
- **Expert commentary** allowing for a better **understanding of the current and future situation** and **opportunities and threats**
- Description of the main **trends and legal changes** affecting the market

## What is the content of the report?

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- To-date market development and its growth forecasts between 2018 and 2023
- Market value, also broken down into individual segments
- Key market trends and events, as well as their impact on the dietary supplements market change
- Findings of a survey carried out among companies operating in the dietary supplements segment in Poland – comparison with the findings of surveys conducted in the previous years to assess the impact of current changes on the market situation
- Distribution channels – size, value and growth potential
- Best-selling dietary supplements market in Poland – products and product categories, best-sellers for the whole market and individual product categories
- Dietary supplements advertising – total spending, top advertisers, spending by individual media (television, radio, press, online advertising)
- Epidemiological data connected with the key categories of dietary supplements
- Legal regulations e.g. regarding ingredients in dietary supplements, health and nutrition claims, planned changes
- Profiles of the leading market players – manufacturers and distributors, containing financial performance, portfolio analysis, best-selling dietary supplements
- Findings of the latest consumer surveys.

# 5 Reasons to choose PMR

- 1 **In-depth analysis** of the Polish dietary supplements market is a useful tool in creating business strategy for a company already operating in the industry or for a firm which starting its operations in this area of business
- 2 Included **forecasts from 2018-2023** are crucial in the course of preparing and analysing marketing strategy
- 3 **Analysing 40 key market categories** helps in creating/expanding supplements portfolio, identifying niches and already saturated segments owing to numerous sales data
- 4 The publication presents **information regarding operations and plans of the leading market players**, best-selling products and financial performance of the major companies
- 5 The report prepared by the team of econometricians and market analysts is **a nonexpendable instrument** during the period of developing budget and elaborating price policies.



## Who benefits from the PMR report?

The report will be helpful to:

- Manufacturers and distributors operating in the dietary supplements market in Poland
- Businesses manufacturing/selling drugs, foods, cosmetics in Poland and planning to enter the segment of dietary supplements
- Companies present in other countries and considering whether to launch operations in Poland or planning to enter the market
- Promotion and advertising agencies working in the pharmaceutical sector and related domains
- Distribution companies (wholesalers, pharmacy chains and e-commerce) and transportation companies operating in Poland
- Providers of financial, educational, consulting, analytical and research services in the pharmaceutical segment
- Companies seeking new investment opportunities or interested in takeovers of companies from the dietary supplements sector
- Research and development institutions active in the dietary supplements domain
- Start-ups interested in the market
- Retailers interested in expanding their dietary supplements portfolios.

THEY TRUSTED US:

