



DIETARY SUPPLEMENTS MARKET IN POLAND 2023

MARKET ANALYSIS AND DEVELOPMENT FORECASTS FOR 2023-2028

IMPACT OF INFLATION AND WAR IN UKRAINE



About the report

Main objective

To provide a comprehensive overview and prospects of the dietary supplements market in Poland with a breakdown by main sales channels and product categories.

Additional objectives:

- to analyse various sales channels, including: offline pharmacies, grocery stores, health and beauty stores, herbal medical stores, herbalists, sports nutrition stores, sports goods stores, online stores, online pharmacies, e-commerce platforms, and to present their development forecasts
- to present key factors and trends in the dietary supplements market (macroeconomic, including inflationary, demand-side, supply-side, and legal factors)
- to analyse the largest dietary supplements categories in pharmacies
- to identify growth prospects for the main categories of dietary supplements in Poland
- to define characteristics of dietary supplements buyers in Poland
- to present the most popular dietary supplements brands in Poland
- to identify the largest manufacturers overall and by sales categories

What information can be found in the report?

- dietary supplements market value for the years 2019-2022 along with development forecasts until 2028
- dietary supplements market structure for the years 2019-2022 along with development forecasts until 2028, broken down to:
 - sales channels
 - offline and online sales
 - pharmacy and non-pharmacy sales
- breakdown of the pharmacy market for dietary supplements by product categories over the period 2019-H1 2023
- forecasts of price changes of dietary supplements and other macroeconomic factors
- demand-side, supply-side and legal factors affecting the market
- consumer behaviour, including places where dietary supplements are purchased and the characteristics of dietary supplements buyers
- major manufacturers in the pharmacy market in general and by product category
- the most popular dietary supplements brands in Poland

Subject matter and scope

Time span:..... 2019-2022

Forecast horizon:..... 2023-2028

Geographic coverage:..... Poland

SUBJECT MATTER

- market value
- breakdown of the total market value by sales channels: offline pharmacies, grocery stores, health and beauty stores, herbal medical stores, herbalists, sports nutrition stores, sports goods stores, online stores, online pharmacies and e-commerce platforms
- breakdown of the total market value by: offline and online sales, pharmacy and non-pharmacy sales and product categories
- forecasts for the entire market and sales channels
- major manufacturers of dietary supplements
- major manufacturers by category of dietary supplements sold in pharmacies

SCOPE

Main product categories:

- urinary tract and intimate infections products
- bones, muscles and joints products
- blood circulation and varicose veins products, including cardiac drugs
- omega fatty acids and fish oils
- magnesium
- potency products
- probiotics
- hemp, CBD-based products
- cold, flu, sinuses and runny nose products, including cough syrups
- superfoods
- sore throat and hoarseness lozenges
- digestion, gastric problems, liver and heartburn products
- nervous system products (sleep aids, tranquillisers and antidepressants)
- vitamin D
- vitamins and minerals (including vitamin complexes, electrolytes, individual vitamins - excluding magnesium and vitamin D)
- hair, skin and nails products



FORECASTS

For the purpose of the report, long-term forecasts of market development were made using econometric models and historical time series.

The forecasts cover the period 2023-2028.

In addition to the forecasts for the value of the market and product categories, the report also features forecasts for 2023-2028 for selected macroeconomic indicators, including:

- per capita GDP and GDP real growth rate
- CPI and price index for dietary supplements
- average annual LFS unemployment rate and real change of average monthly gross wage in Poland
- real change in disposable income of Polish households and private consumption
- number of Poland's residents and share of each demographic group

SURVEY

Survey of dietary supplement manufacturers and distributors in Poland:

- assessment of the current and future situation on the dietary supplements market in Poland
- evaluation of the financial condition of companies
- identification of the most prospective categories on the dietary supplements market in Poland
- identification of the most prospective distribution channels on the dietary supplements market in Poland

OTHER INFORMATION

In the report, we also present key parameters on sales of dietary supplements, including:

- store count of selected major grocery, health and beauty, herbal medical, sports nutrition and dietary supplements chains
- number of packages of dietary supplements sold in pharmacies in Poland and analysis of the trend over time
- average prices of dietary supplements in pharmacies by product category

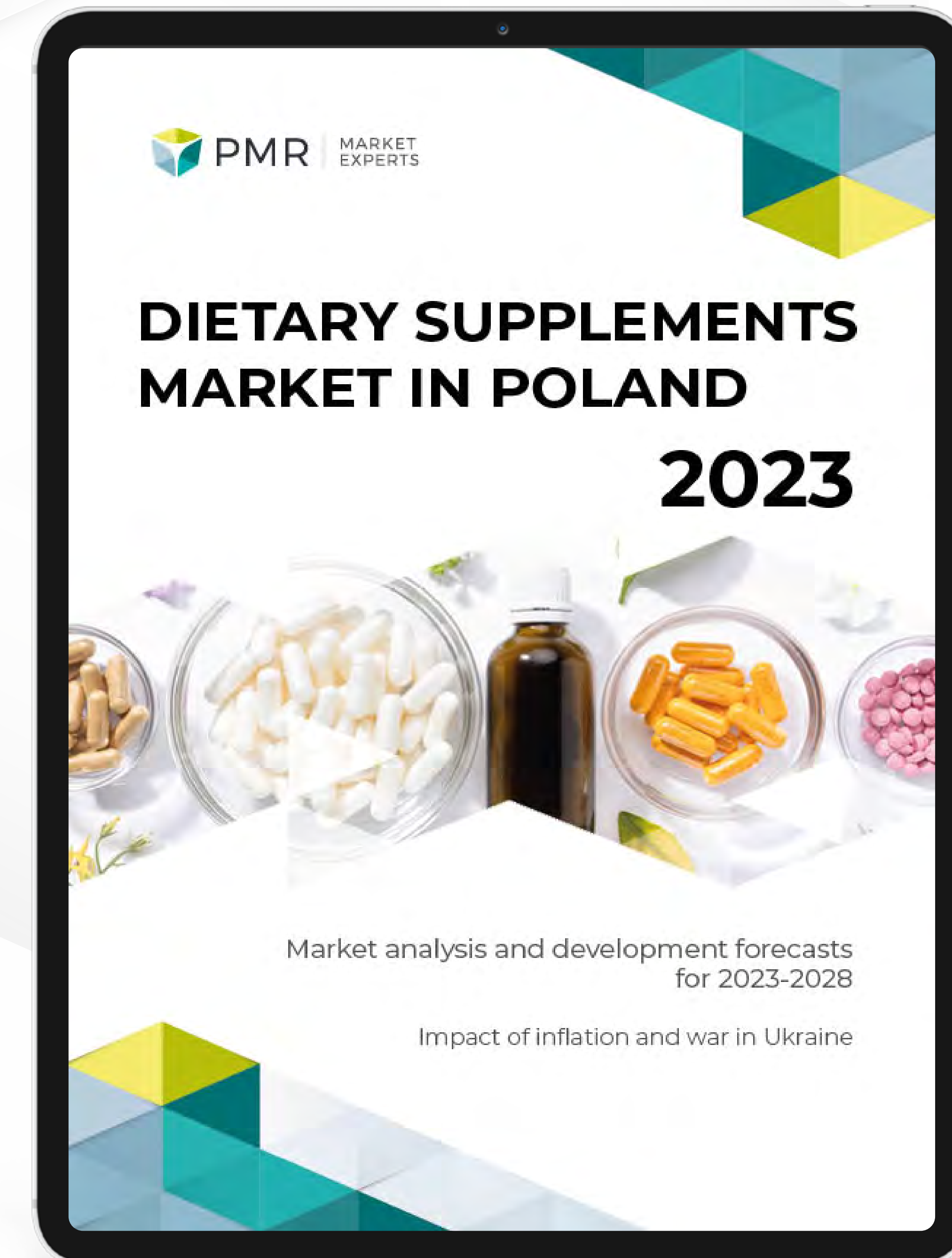
Available final pharmacy data on dietary supplements sales in H1 2023

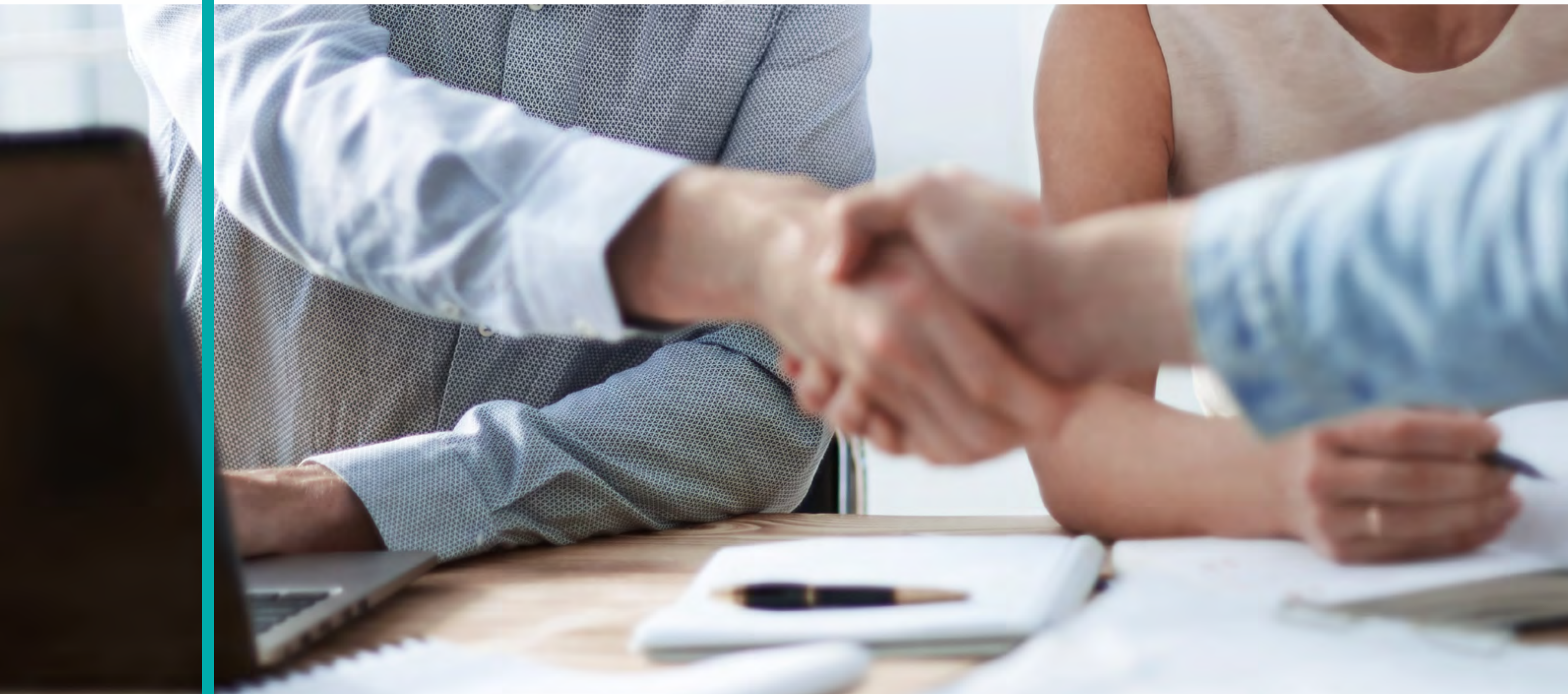
Benefits of purchasing the report

What questions does the report answer?

- What is the value of the dietary supplements market in Poland?
- What is the value of dietary supplements sales in each type of distribution channel and which of them will grow fastest over the next few years?
- What are the prevailing trends in the Polish dietary supplements market?
- What will be the most prospective categories between 2023 and 2026?
- What is the real growth rate of the dietary supplements market in Poland?

Together with the report, you will be provided with the most important data in the Excel spreadsheet for individual aggregation.





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