Dietary supplements market in Poland 2016
Market analysis and development forecasts for 2016-2021

• Methodology
• Executive summary
• Overview of the dietary supplements market in Poland
  • Key events and trends in 2014-2021
  • Size of the dietary supplements market in 2014-2021
    • Pharmacy distribution – number of sold packages
    • Pharmacy distribution – market value and development forecasts
    • Pharmacy distribution – prices
    • Pharmacy distribution – bestselling products
    • Pharmacy distribution – private labels
    • Non-pharmacy channel – market value and development forecasts
    • Internet – market volume and development forecasts
    • Internet – bestselling products
    • Direct sales
• Analysis of individual categories of dietary supplements
  • Individual categories: key characteristics and assessment of development potential
    • Vitamins and minerals for adults
    • Vitamins and minerals for children
    • Vitamins and minerals for pregnant women
    • Vitamins and minerals for seniors
    • Magnesium
    • Witamina D
    • Calcium
    • Iron
    • Zinc and selenium
    • Coenzyme Q10
    • Probiotics
    • Weight loss
    • Liver protection
    • Digestion

Copyright © PMR. All rights reserved.
PMR is a market intelligence company with expertise in over 25 countries of Central and Eastern Europe. Each year, we publish over 150 ready sector reports and market intelligence services. We organise business conferences and trainings, as well as conduct tailored research and consulting projects. Since 1995, we have been working for more than 500 global corporations and for many regional companies. PMR assistance has been used by our clients to increase market share, successfully enter new areas and optimise costs.
• Constipation
• Preparations supporting the nervous system
• Preparations supporting joints and muscles
• Preparations improving the condition of hair, skin and nails
• Eye health supplements
• Cold and flu products
• Immunostimulants/immune-boosting dietary supplements
• Sore throat
• Omega-3 and omega-6 fatty acids products
• Preparations regulating alcohol metabolism
• Preparations enhancing memory and concentration
• Urinary tract
• Prostate
• Libido enhancing preparations
• Preparations supporting circulatory system
• Reducing cholesterol levels
• Products for diabetics
• Preparations containing propolis and other bee products
• Preparations for motion sickness
• Anti-allergic preparations
• Preparations for oral care
• Herbal preparations
• Aloe vera preparations
• Preparations for athletes

• Results of a survey conducted among companies engaged in the dietary supplements trade in Poland

• Introduction
• Assessment of situation on the dietary supplements market
  • Assessment of current market situation
  • Development forecasts for market in 2016
• Dietary supplements market trends in 2015
  • OTC-supplement switches – prospects and development directions
  • Mergers and acquisitions
  • Openings for new market players
  • Establishment of stores specialising in selling dietary supplements
• Opportunities and challenges to development of operations on the dietary supplements market in Poland
  • Key barriers to development of operations
  • Key factors conducive to development of company operations
• Dietary supplements notification process
  • Assessment of GIS activities
  • Frequency of explanatory proceedings
  • Subject matter of explanatory proceedings
• Time required to register a dietary supplement in Poland
• Business profiles and current market situation of companies engaged in dietary supplements trade in Poland
  • Revenues in 2015
  • Proportion of revenues generated by dietary supplements
  • Proportion of revenues generated by non-pharmacy sales
  • Assessment of the financial situation in 2016
  • Foreign investors’ impact on the Polish dietary supplements market
  • Foreign operations of Polish manufacturers
  • Workforce
  • Year of commencing operations in Poland
  • Number of dietary supplements in assortment
• Key players on the dietary supplements market in Poland
  • Aflofarm
    • General information
    • Advertising activity
    • Product offer
    • Financial results
    • Key events and future plans
  • N.P. Zdrovit
    • General information
    • Advertising activity
    • Product offer
    • Financial results
  • Olimp Laboratories
    • General information
    • Advertising activity
    • Product offer
    • Financial results
    • Key events and future plans
  • Orkla Health
    • General information
    • Advertising activity
    • Product offer
    • Financial results
  • Polski Lek
    • General information
    • Advertising activity
    • Product offer
    • Financial results
  • Queisser Pharma
    • General information
    • Advertising activity
    • Product offer
    • Financial results
• Teva
  • General information
  • Advertising activity
  • Product offer
  • Financial results

• USP Zdrowie
  • General information
  • Advertising activity
  • Product offer
  • Financial results

• Valeant/ICN Polfa Rzeszow
  • General information
  • Advertising activity
  • Product offer
  • Financial results

• Walmark
  • General information
  • Advertising activity
  • Product offer
  • Financial results

• Events relating to other dietary supplements manufacturers
  • Stock market debuts
  • International activity
  • New products
  • Other events

• Advertising of dietary supplements
  • Total spending
  • Top advertisers
  • Most frequently advertised products
    • By value
    • By number of broadcast commercials
  • Spending by supplement category
    • Weight-loss products
    • Libido enhancing preparations
  • Spending by medium
    • TV
    • Radio
    • Press
    • Product flyers

• Legal environment
  • Legislation and regulatory agencies
  • Definition
  • Marketing of dietary supplements
  • Safety
    • Level of polycyclic aromatic hydrocarbons
  • Labelling
Table of contents

- Advertising
- Health claims
- Composition
- Regulations concerning the switch procedure
- Dietary foods for special medical purposes
- New foodstuffs
- Distribution of dietary supplements in Poland
  - Wholesale distribution
  - Distribution in pharmacies and pharmaceutical outlets
  - Online distribution
  - Non-pharmacy distribution
  - Parallel imports
- Consumer behaviour
  - Purchase and use of dietary supplements
  - Places where dietary supplements are purchased
  - Most often used dietary supplements

The table of contents comes from PMR report:
Dietary supplements market in Poland 2016. Market analysis and development forecasts for 2016-2021