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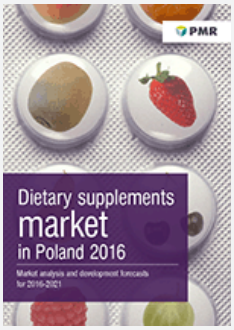

Dietary supplements market in Poland 2016

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
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    - Individual categories: key characteristics and assessment of development potential
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        - 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

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- 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
- Menopause
- 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

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- 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
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  - 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
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  - Number of dietary supplements in assortment
- Key players on the dietary supplements market in Poland
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    - Key events and future plans
  - N.P. Zdrovit
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  - Queisser Pharma
    - General information
    - Advertising activity
    - Product offer
    - Financial results

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    - Legislation and regulatory agencies
    - Definition
    - Marketing of dietary supplements
    - Safety
        - Level of polycyclic aromatic hydrocarbons
    - Labelling

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    - 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
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    - Non-pharmacy distribution
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- Consumer behaviour
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    - Places where dietary supplements are purchased
    - Most often used dietary supplements

The table of contents comes from PMR report:

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