



Dietary supplements market in Poland 2009

Development forecasts for 2009-2011

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Plus: Dietary supplements directory for Poland 2009

Word from Author:



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“Our latest report analyses and describes the market of dietary supplements in Poland. In 2008 the market continued to grow at an impressive rate of over 20% (in value terms). This is undoubtedly one of the industries particularly prone to adverse effects of the global financial crisis, but the investment projects underway are still expected to prove quite successful. This publication offers a wealth of information necessary to develop or start business activity in the dietary supplements market.”

PMR MarketInsight Methodology

This report was prepared using PMR's MarketInsight Methodology. **PMR MarketInsight is a methodology developed by PMR which assists in the complex preparation of industry reports.** It defines the ways in which data should be collected for such reports and outlines the methods to be used in analysing the information collected in order to obtain a true picture of the market in question. It also contains special procedures to follow in the case of incomplete market.

PMR MarketInsight precisely defines report content and structure. **Industry reports prepared using PMR MarketInsight are based on information from a variety of available statistical, industry (specialist press, the internet), general and official sources as well as information from PMR's own database and primary research independently carried out by PMR.** The sources we use are individually tailored to each project.

PMR MarketInsight is the result of over 10 years of experience in conducting industry analysis on Central and Eastern European markets.

PMR
MarketInsight
Methodology

In 2008 the dietary supplements market value has increased by 24% in Poland.

Report Description:

The report examines current position of the dietary supplements market in Poland and provides forecasts for **years 2009-2011**. Report presents detailed information about particular **groups of dietary supplements** and perspectives of development for future years. Profiles of the largest players have been included in the report, covering their financial results and best-selling products. **Regulatory affects and obstacles** that could influence the market have been described as well. Our report analyse the distribution channels such as **internet or non-pharmacy sales** and their opportunities of progress.

Dietary Supplements Market Directory Poland 2009

Bundled with the Dietary Supplements Market in Poland 2009 report is a directory of around 300 companies (distributors, producers, importers) operating in the dietary supplements market in Poland.

- short company name
- full company name
- core business
- company address
- phone number
- fax number
- e-mail address
- website

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Report's Key Sections:

Overview of the dietary supplements market in Poland

- key market events and trends in 2007-2009
- size of market 2005-2008 and forecasts for 2009-2011
- dietary supplements market in the context of other segments of the Pharmacy market

Development prospect for individual categories of supplements

- vitamins and minerals
- gastric preparations (including those influencing liver functioning and supporting the weight loss)
- eye care dietary supplements
- preparations used in dietary cold and flu supplements used in case of flu and cold
- omega-3 and omega-6 fatty acid based supplements
- preparations influencing nervous system functioning (including those relasing tensions and stress and sleep care)
- preparations enhancing hair, skin and nails quality
- joint care products
- preparations regulating alcohol metabolism

Vitamins and minerals are the biggest category on the dietary supplements market.

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The greatest obstacles on the supplements market are administrative and law restrictions.

- preparations supporting memory and concentration
- libido supporting preparations

The largest players on the market in Poland

- shares in the pharmacy market
- profiles of the largest players

The most important legal changes in the years 2007-2009 influencing the dietary supplements market in Poland

- health and nutrition claims
- borderline products
- labeling of dietary supplements
- notifying in the Chief Sanitary Inspectorate

Demographic trends

Economic Trends

The survey results conducted among 170 companies dealing with dietary supplements in Poland

- opportunities and obstacles for business development in Poland
- dietary supplement notification process
- company profiles and their position on the market

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Consumer behaviour

- dietary supplements usage in Poland and other countries
- reasons why consumers are reaching for dietary supplements
- information sources on dietary supplements
- dietary supplements satisfaction level

Legal environment

- dietary supplement definition
- dietary supplement manufacturing
- introducing dietary supplement into the market
- vitamins and minerals content in dietary supplements
- plant component in dietary supplements

Boarderline products may stay in turnover up to 31st December 2009.

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The greatest obstacles on the supplements market are administrative and law restrictions.

Survey conducted by PMR Research

For the purposes of this report, in February 2007 PMR Research – the research arm of PMR (www.research-pmr.com) – conducted a survey among the management of 170 companies engaged in dietary supplements trade in Poland. The research PMR conducted provides an understanding of how manufacturing, distribution and import companies and foreign offices view the Polish dietary supplements market. Information on the business profiles of the participating enterprises, their current financial standing, and their forecast for future performance is included.

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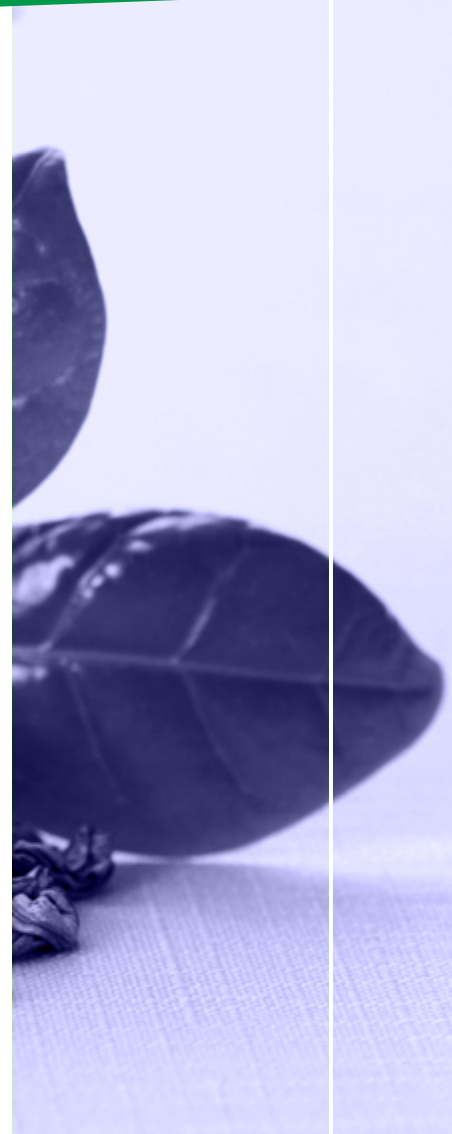
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