Euromonitor International

Paediatric Consumer Health in Poland

October 2026

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KEY DATA INSIGHTS

INDUSTRY PERFORMANCE

Brands win parents with trust-driven launches
Gummies gain traction as prevention habits expand
Convenient formats and premium features fuel higher spend per child

WHAT'S NEXT?

Premium wellness brands influence family spending
Vitamins and supplements lead growth through premiumisation
Digital support and natural claims redefine parents' experience

COMPETITIVE LANDSCAPE

Johnson & Johnson Poland defends leadership as trust steers parents' choices

CHANNELS

Pharmacies maintain parents' trust as safety remains paramount
Retail e-commerce accelerates in supplements as parents seek convenience

ECONOMIC CONTEXT

Chart 1 Real GDP Growth 2021-2031
Chart 2 Inflation 2021-2031

CONSUMER CONTEXT

Chart 1 Population 2021-2031
Chart 2 Population by Generation 2026
Chart 3 Consumer Expenditure 2021-2031

COUNTRY REPORTS DISCLAIMER

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/paediatric-consumer-health-in-poland/report.