

Analgesics in Poland

September 2022

Table of Contents

Analgesics in Poland - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Consumption of analgesics continues to rise, with half the adult population admitting to regular use

Fast-acting analgesics with active ingredients remain the most popular

Strong competition limits price increases, as domestic players benefit from closer contact with consumers

PROSPECTS AND OPPORTUNITIES

Advertising remains the main driver of growth for analgesics, with players promoting the strength of their brands

Growing importance of the online channel, as players embrace omnichannel offerings

Russia-Ukraine war has boosted sales of analgesics through humanitarian purchases

CATEGORY DATA

Table 1 - of Analgesics by Category: Value 2017-2022

Table 2 - of Analgesics by Category: % Value Growth 2017-2022

Table 3 - Company Shares of Analgesics: % Value 2018-2022

Table 4 - Brand Shares of Analgesics: % Value 2019-2022

Table 5 - Sales of Analgesics by Category: Value 2022-2027

Table 6 - Sales of Analgesics by Category: % Value Growth 2022-2027

Consumer Health in Poland - Industry Overview

EXECUTIVE SUMMARY

Consumer health in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for consumer health?

MARKET INDICATORS

Table 7 - Expenditure on Health Goods and Medical Services: Value 2017-2022

Table 8 - Expectancy at Birth 2017-2022

MARKET DATA

Table 9 - of Consumer Health by Category: Value 2017-2022

Table 10 - of Consumer Health by Category: % Value Growth 2017-2022

Table 11 - Company Shares of Consumer Health: % Value 2018-2022

Table 12 - Brand Shares of Consumer Health: % Value 2019-2022

Table 13 - of Private Label in Consumer Health by Category: % Value 2017-2022

Table 14 - of Consumer Health by Format: % Value 2017-2022

Table 15 - of Consumer Health by Format and Category: % Value 2022

Table 16 - Sales of Consumer Health by Category: Value 2022-2027

Table 17 - Sales of Consumer Health by Category: % Value Growth 2022-2027

APPENDIX

OTC registration and classification

Vitamins and dietary supplements registration and classification

Self-medication/self-care and preventive medicine

Switches

Summary 1 - OTC: Switches 2021-2022

DISCLAIMER

DEFINITIONS

SOURCES

Summary 2 - Research Sources

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