

DIETARY SUPPLEMENTS MARKET IN POLAND

Market analysis and development forecasts
for 2020-2025

2020

REVISED DATA ON THE
CORONAVIRUS IMPACT

IN THE REPORT:

- Forecasts pertaining to the development of the dietary supplement market for the next 5 years, with a rationale.
- Comparison of **distribution channels for dietary supplements** - pharmacy, non-pharmacy and online - in terms of both values and forecasts, in addition to consumer profile.
- Analysis of the **direct sales subgroup**.
- Market analysis of **private labels**.
- Results of a **cyclical survey** carried out among market players.



WHY IT'S WORTH IT:

- A detailed, data-filled compendium of market knowledge.
- Hard sales data, consumer survey results and B2B.
- Estimate of sales value of dietary supplement business at places other than pharmacies.
- Estimate of internet sales value.
- Practical point of view of market players.

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