



Euromonitor  
International

# Consumer Health in Poland

October 2025

Table of Contents

## Consumer Health in Poland

### EXECUTIVE SUMMARY

Consumer Health in 2025: The big picture

Key trends in 2025

Competitive landscape

Channel developments

What next for Consumer Health?

### MARKET INDICATORS

Table 1 - Consumer Expenditure on Health Goods and Medical Services: Value 2020-2025

Table 2 - Life Expectancy at Birth 2020-2025

### MARKET DATA

Table 3 - Sales of Consumer Health by Category: Value 2020-2025

Table 4 - Sales of Consumer Health by Category: % Value Growth 2020-2025

Table 5 - NBO Company Shares of Consumer Health: % Value 2021-2025

Table 6 - LBN Brand Shares of Consumer Health: % Value 2022-2025

Table 7 - Penetration of Private Label in Consumer Health by Category: % Value 2020-2025

Table 8 - Distribution of Consumer Health by Format: % Value 2020-2025

Table 9 - Distribution of Consumer Health by Format and Category: % Value 2025

Table 10 - Forecast Sales of Consumer Health by Category: Value 2025-2030

Table 11 - Forecast Sales of Consumer Health by Category: % Value Growth 2025-2030

### APPENDIX

OTC registration and classification

Vitamins and dietary supplements registration and classification

Self-medication/self-care and preventive medicine

Switches

Summary 1 - OTC: Switches 2024-2025

### DISCLAIMER

### DEFINITIONS

### SOURCES

Summary 2 - Research Sources

## Analgesics in Poland

### KEY DATA FINDINGS

### 2025 DEVELOPMENTS

Brands justify price rises with a focus on pack size and product strength

Brand loyalty remains key but competition grows as consumers look for value

Expanding access to stronger, more targeted pain relief raises concerns

### PROSPECTS AND OPPORTUNITIES

Regulatory pressure could influence the market

New delivery formats could provide point of differentiation in a crowded market

Natural alternatives could provide some competition to OTC analgesics

### CATEGORY DATA

Table 12 - Sales of Analgesics by Category: Value 2020-2025

Table 13 - Sales of Analgesics by Category: % Value Growth 2020-2025

Table 14 - NBO Company Shares of Analgesics: % Value 2021-2025

Table 15 - LBN Brand Shares of Analgesics: % Value 2022-2025

Table 16 - Forecast Sales of Analgesics by Category: Value 2025-2030

Table 17 - Forecast Sales of Analgesics by Category: % Value Growth 2025-2030

## Sleep Aids in Poland

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Melatonin maintains market leadership

Pharmacies dominate but e-commerce opens up challenges and opportunities

Herbal/traditional sleep aids dominate sales

### PROSPECTS AND OPPORTUNITIES

Combo formulations vs mono-ingredient solutions

Natural versus chemical solutions

Tracking apps and devices could boost interest in sleep improvement

### CATEGORY DATA

Table 18 - Sales of Sleep Aids: Value 2020-2025

Table 19 - Sales of Sleep Aids: % Value Growth 2020-2025

Table 20 - NBO Company Shares of Sleep Aids: % Value 2021-2025

Table 21 - LBN Brand Shares of Sleep Aids: % Value 2022-2025

Table 22 - Forecast Sales of Sleep Aids: Value 2025-2030

Table 23 - Forecast Sales of Sleep Aids: % Value Growth 2025-2030

## Cough, Cold and Allergy (Hay Fever) Remedies in Poland

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Allergies on the rise with links to cognitive and emotional impact

GSK leads but domestic players putting up a strong challenge

Pharmacies dominate with sales remaining impulse and need driven

### PROSPECTS AND OPPORTUNITIES

Strong growth projected with self-medication positioned as the first response

Multi-symptom formulas - anchor and advantage

Focus set to fall on convenient formats

### CATEGORY DATA

Table 24 - Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: Value 2020-2025

Table 25 - Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: % Value Growth 2020-2025

Table 26 - NBO Company Shares of Cough, Cold and Allergy (Hay Fever) Remedies: % Value 2021-2025

Table 27 - LBN Brand Shares of Cough, Cold and Allergy (Hay Fever) Remedies: % Value 2022-2025

Table 28 - Forecast Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: Value 2025-2030

Table 29 - Forecast Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: % Value Growth 2025-2030

## Dermatologicals in Poland

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Strong growth seen across dermatologicals

Polpharma acquires Ziolołek as the market moves towards consolidation  
Ageing population and climate change present new growth opportunities

PROSPECTS AND OPPORTUNITIES

Rise in allergies and a growing focus on hair loss set to be key sales drivers  
Focus on beauty and wellness set to inform growth and new product development  
Product repositioning could be key to driving sales of paediatric dermatologicals

CATEGORY DATA

- Table 30 - Sales of Dermatologicals by Category: Value 2020-2025
- Table 31 - Sales of Dermatologicals by Category: % Value Growth 2020-2025
- Table 32 - NBO Company Shares of Dermatologicals: % Value 2021-2025
- Table 33 - LBN Brand Shares of Dermatologicals: % Value 2022-2025
- Table 34 - LBN Brand Shares of Hair Loss Treatments: % Value 2022-2025
- Table 35 - Forecast Sales of Dermatologicals by Category: Value 2025-2030
- Table 36 - Forecast Sales of Dermatologicals by Category: % Value Growth 2025-2030

Digestive Remedies in Poland

KEY DATA FINDINGS

2025 DEVELOPMENTS

Steady growth supported by reflux and bloating remedies  
Pharmacies key to distribution while the competitive landscape sees little change  
Early digestive issues linked to use of GLP-1s

PROSPECTS AND OPPORTUNITIES

Growth set to be backed by lifestyle habits and an ageing population  
Premium wellness category  
Increased health awareness set to have a mixed impact on sales

CATEGORY DATA

- Table 37 - Sales of Digestive Remedies by Category: Value 2020-2025
- Table 38 - Sales of Digestive Remedies by Category: % Value Growth 2020-2025
- Table 39 - NBO Company Shares of Digestive Remedies: % Value 2021-2025
- Table 40 - LBN Brand Shares of Digestive Remedies: % Value 2022-2025
- Table 41 - Forecast Sales of Digestive Remedies by Category: Value 2025-2030
- Table 42 - Forecast Sales of Digestive Remedies by Category: % Value Growth 2025-2030

Eye Care in Poland

KEY DATA FINDINGS

2025 DEVELOPMENTS

Eye care sales rise as lifestyle and environmental factors trigger demand  
Consumers favour fast and effective solutions from tried and tested brands  
Oculoxin emerges as a key ingredient to watch out for

PROSPECTS AND OPPORTUNITIES

A quiet, fragmented category with enormous attention  
Poland’s ageing population presents further sales opportunities  
Increasing screen time and climate change set to be important growth drivers

CATEGORY DATA

- Table 43 - Sales of Eye Care by Category: Value 2020-2025

Table 44 - Sales of Eye Care by Category: % Value Growth 2020-2025

Table 45 - NBO Company Shares of Eye Care: % Value 2021-2025

Table 46 - LBN Brand Shares of Eye Care: % Value 2022-2025

Table 47 - Forecast Sales of Eye Care by Category: Value 2025-2030

Table 48 - Forecast Sales of Eye Care by Category: % Value Growth 2025-2030

NRT Smoking Cessation Aids in Poland

KEY DATA FINDINGS

2025 DEVELOPMENTS

- Sales increase despite competition from alternative options
- Players respond to changing market demands
- Digital apps and online sales play a growing role in smoking cessation

PROSPECTS AND OPPORTUNITIES

- Holistic wellness & recovery
- Nicotine-based products face stricter regulation
- Pharmacists set to play a greater role in smoking cessation

CATEGORY INDICATORS

Table 49 - Number of Smokers by Gender 2020-2025

CATEGORY DATA

Table 50 - Sales of NRT Smoking Cessation Aids by Category: Value 2020-2025

Table 51 - Sales of NRT Smoking Cessation Aids by Category: % Value Growth 2020-2025

Table 52 - NBO Company Shares of NRT Smoking Cessation Aids: % Value 2021-2025

Table 53 - LBN Brand Shares of NRT Smoking Cessation Aids: % Value 2022-2025

Table 54 - Forecast Sales of NRT Smoking Cessation Aids by Category: Value 2025-2030

Table 55 - Forecast Sales of NRT Smoking Cessation Aids by Category: % Value Growth 2025-2030

Wound Care in Poland

KEY DATA FINDINGS

2025 DEVELOPMENTS

- Return to more active lifestyles benefits sales of wound care
- Wound care expands into new retail channels
- Competition remains consolidated as players focus on functional upgrades

PROSPECTS AND OPPORTUNITIES

- Outlook remains positive thanks to an ageing and increasingly active population
- Higher disposable income may encourage consumers to upgrade
- Innovation could help elevate wound care

CATEGORY DATA

Table 56 - Sales of Wound Care by Category: Value 2020-2025

Table 57 - Sales of Wound Care by Category: % Value Growth 2020-2025

Table 58 - NBO Company Shares of Wound Care: % Value 2021-2025

Table 59 - LBN Brand Shares of Wound Care: % Value 2022-2025

Table 60 - Forecast Sales of Wound Care by Category: Value 2025-2030

Table 61 - Forecast Sales of Wound Care by Category: % Value Growth 2025-2030

Sports Nutrition in Poland

## KEY DATA FINDINGS

### 2025 DEVELOPMENTS

Consumers entering the routines are driving the volume  
Format innovation and a wide product offer fuelling competition  
Digital and specialist channels shape access and discovery

### PROSPECTS AND OPPORTUNITIES

Bright outlook as consumers focus on both their physical and mental performance  
Digital tools and AI set to play a big role in sports nutrition  
The rise of single-ingredient products and stacking behaviour

### CATEGORY DATA

Table 62 - Sales of Sports Nutrition by Category: Value 2020-2025  
Table 63 - Sales of Sports Nutrition by Category: % Value Growth 2020-2025  
Table 64 - NBO Company Shares of Sports Nutrition: % Value 2021-2025  
Table 65 - LBN Brand Shares of Sports Nutrition: % Value 2022-2025  
Table 66 - Forecast Sales of Sports Nutrition by Category: Value 2025-2030  
Table 67 - Forecast Sales of Sports Nutrition by Category: % Value Growth 2025-2030

## Dietary Supplements in Poland

## KEY DATA FINDINGS

### 2025 DEVELOPMENTS

Increasing health awareness boosting demand for dietary supplements  
Multi-channel ecosystem driving distribution  
Trendy categories rotate fast, driven by digital culture

### PROSPECTS AND OPPORTUNITIES

Sales to benefit from an ageing and increasingly health-conscious population  
Rising incomes should encourage experimentation, but value will remain key  
Online and offline visibility and women's health two areas of focus

### CATEGORY DATA

Table 68 - Sales of Dietary Supplements by Category: Value 2020-2025  
Table 69 - Sales of Dietary Supplements by Category: % Value Growth 2020-2025  
Table 70 - Sales of Dietary Supplements by Positioning: % Value 2020-2025  
Table 71 - NBO Company Shares of Dietary Supplements: % Value 2021-2025  
Table 72 - LBN Brand Shares of Dietary Supplements: % Value 2022-2025  
Table 73 - Forecast Sales of Dietary Supplements by Category: Value 2025-2030  
Table 74 - Forecast Sales of Dietary Supplements by Category: % Value Growth 2025-2030

## Vitamins in Poland

## KEY DATA FINDINGS

### 2025 DEVELOPMENTS

Increasing health awareness fuelling growth with vitamin D in high demand  
Players use delivery formats to stand out in a crowded market  
E-commerce thriving in vitamins

### PROSPECTS AND OPPORTUNITIES

Positive outlook for vitamins  
Mono-ingredient formulations set to be the big winners

Digital tools reshaping how people choose vitamins

## CATEGORY DATA

Table 75 - Sales of Vitamins by Category: Value 2020-2025

Table 76 - Sales of Vitamins by Category: % Value Growth 2020-2025

Table 77 - Sales of Multivitamins by Positioning: % Value 2020-2025

Table 78 - NBO Company Shares of Vitamins: % Value 2021-2025

Table 79 - LBN Brand Shares of Vitamins: % Value 2022-2025

Table 80 - Forecast Sales of Vitamins by Category: Value 2025-2030

Table 81 - Forecast Sales of Vitamins by Category: % Value Growth 2025-2030

## Weight Management and Wellbeing in Poland

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

The rise of GLP-1s presents new challenges and opportunities for the market

Sanprobi pioneers post-biotics for weight-linked digestive support

Growth of digital-first behaviours, especially around supplements

### PROSPECTS AND OPPORTUNITIES

GLP-1 aftercare could present new opportunities

Hydration and berberine present areas of opportunity

Meal replacement products face competition from sports nutrition

## CATEGORY DATA

Table 82 - Sales of Weight Management and Wellbeing by Category: Value 2020-2025

Table 83 - Sales of Weight Management and Wellbeing by Category: % Value Growth 2020-2025

Table 84 - NBO Company Shares of Weight Management and Wellbeing: % Value 2021-2025

Table 85 - LBN Brand Shares of Weight Management and Wellbeing: % Value 2022-2025

Table 86 - Forecast Sales of Weight Management and Wellbeing by Category: Value 2025-2030

Table 87 - Forecast Sales of Weight Management and Wellbeing by Category: % Value Growth 2025-2030

## Herbal/Traditional Products in Poland

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Herbal/traditional products remain popular

Players look for new ways to stand out in an increasingly crowded market

Pharmacies continue to dominate sales but e-commerce gains share

### PROSPECTS AND OPPORTUNITIES

Herbal/traditional products set to benefit from a complementary health positioning

Opportunities could be found in GLP-1 support

Cognitive care and CBD-based products under the microscope

## CATEGORY DATA

Table 88 - Sales of Herbal/Traditional Products by Category: Value 2020-2025

Table 89 - Sales of Herbal/Traditional Products by Category: % Value Growth 2020-2025

Table 90 - NBO Company Shares of Herbal/Traditional Products: % Value 2021-2025

Table 91 - LBN Brand Shares of Herbal/Traditional Products: % Value 2022-2025

Table 92 - Forecast Sales of Herbal/Traditional Products by Category: Value 2025-2030

Table 93 - Forecast Sales of Herbal/Traditional Products by Category: % Value Growth 2025-2030

## KEY DATA FINDINGS

### 2025 DEVELOPMENTS

Demographics puts pressure on the segment

Parents prioritise well-known brands but are open to new formats

Engaging new formats create opportunities for brand switching and trial

### PROSPECTS AND OPPORTUNITIES

Players may need to add value to offset the impact of a declining birth rate

Innovation set to focus on cognitive health and correct dosing

Consumers expected to favour natural formulations

### CATEGORY DATA

Table 94 - Sales of Paediatric Consumer Health by Category: Value 2020-2025

Table 95 - Sales of Paediatric Consumer Health by Category: % Value Growth 2020-2025

Table 96 - NBO Company Shares of Paediatric Consumer Health: % Value 2021-2025

Table 97 - LBN Brand Shares of Paediatric Consumer Health: % Value 2022-2025

Table 98 - Forecast Sales of Paediatric Consumer Health by Category: Value 2025-2030

Table 99 - Forecast Sales of Paediatric Consumer Health by Category: % Value Growth 2025-2030

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/consumer-health-in-poland/report](https://www.euromonitor.com/consumer-health-in-poland/report).