



Paediatric Consumer Health in Poland

October 2025

Table of Contents

Paediatric Consumer Health in Poland - Category analysis

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 1 - Sales of Paediatric Consumer Health by Category: Value 2020-2025
Table 2 - Sales of Paediatric Consumer Health by Category: % Value Growth 2020-2025
Table 3 - NBO Company Shares of Paediatric Consumer Health: % Value 2021-2025
Table 4 - LBN Brand Shares of Paediatric Consumer Health: % Value 2022-2025
Table 5 - Forecast Sales of Paediatric Consumer Health by Category: Value 2025-2030
Table 6 - Forecast Sales of Paediatric Consumer Health by Category: % Value Growth 2025-2030

Consumer Health in Poland - Industry Overview

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 7 - Consumer Expenditure on Health Goods and Medical Services: Value 2020-2025
Table 8 - Life Expectancy at Birth 2020-2025

MARKET DATA

Table 9 - Sales of Consumer Health by Category: Value 2020-2025
Table 10 - Sales of Consumer Health by Category: % Value Growth 2020-2025
Table 11 - NBO Company Shares of Consumer Health: % Value 2021-2025
Table 12 - LBN Brand Shares of Consumer Health: % Value 2022-2025
Table 13 - Penetration of Private Label in Consumer Health by Category: % Value 2020-2025
Table 14 - Distribution of Consumer Health by Format: % Value 2020-2025
Table 15 - Distribution of Consumer Health by Format and Category: % Value 2025
Table 16 - Forecast Sales of Consumer Health by Category: Value 2025-2030
Table 17 - 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

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