



PMR Industry Report

# OTC market in Slovakia 2018

## Market analysis and development forecasts for 2018-2023

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If you are interested in the PMR report or deepening of selected segments or additional expertise on the cosmetics market, I invite you to contact our consultants.



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## PMR Report

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- **Unique 5-year forecasts** prepared by the PMR team using a **proven and coherent methodology**
- **Expert commentary** allowing for a better **understanding of the current and future situation** and **opportunities and threats**
- Description of the main **trends and legal changes** affecting the market

## What is the content of the report?

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- Value, growth, and sales data that describe performance of the over-the-counter market and its major players in Slovakia
- Developmental direction the market is expected to take in 2018-2023
- Segment analysis of pharmacy, non-pharmacy and online sales channels
- OTC bestsellers in Slovakia
- Top companies
- Switches from Rx to OTC
- OTC-related indices which contain for sample prices of OTC products, share of the Slovakian pharmaceutical market occupied by OTC sales, and OTC and dietary supplements market saturation
- Behaviour, preferences and attitudes of the OTC customers buying and using OTC products in Slovakia
- Advertising of OTC medicines and dietary supplements, including regulations and corporate spending
- Current and expected updates to regulations governing the market.

# 5 Reasons to choose PMR

- 1 Planning the expenses of a business on this market while budgeting for the following years
- 2 Analysing the market prospects while decision-making regarding a new investment in the region or launching a new private healthcare business
- 3 Observing market activity of competing companies
- 4 Staying informed of important new regulations, changes, trends and events on this market
- 5 Comparing market situation and growth forecasts in analysed countries of Central Europe: Poland, the Czech Republic, Bulgaria, Romania, Slovakia and Hungary.



## Who benefits from the PMR report?

This report was developed to support:

- Managers/specialists in sales, strategy and marketing departments at manufacturing companies that produce OTC medicines, dietary supplements and other OTC products
- Businesses that sell OTC products online, and in pharmacy and non-pharmacy distribution channels
- Wholesalers and retailers as well as advertising agencies supporting them in the Slovakian OTC market
- Importers of OTC products to Slovakia
- Educational and research institutes, governmental offices, embassies, business consultants and analysts involved in pharmaceuticals market in Slovakia.

THEY TRUSTED US:

