



PMR Industry Report

# OTC market in the Czech Republic 2018

## Market analysis and development forecasts for 2018-2023

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### Take advantage of the PMR offer

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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- Data representing recent and current market value, growth and sales by therapeutic categories
- Predictions for future growth in the OTC market in the Czech Republic from 2018 to 2023
- Leading OTC medicines and dietary supplements manufacturing companies participating on the market in the Czech Republic
- Advertising activities of pharmaceutical companies
- Top-selling OTC medicines and dietary supplements in the Czech Republic
- Influence of consumer behaviour and preferences, as well as recent and anticipated events and trends on the OTC market value assessed by experienced PMR analysts
- Data and analysis of current market conditions in the pharmacy, non-pharmacy and online retail segments of the market
- Saturation level for the national over-the-counter drugs market
- Pharmaceutical market share claimed by OTC products on this market
- Historical data that enables readers to track recent development of the market and its segments
- Regulations with the most impact on this market and rules to be implemented in the near future.

# 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?

Reach for the report if you work as a marketing, sales or business development expert at:

- Company that manufacture OTC medicines, dietary supplements and well as other OTC products
- Wholesaler and retailer (pharmacy and non-pharmacy) companies, or online stores offering medicines and OTC products
- Importer of OTC products
- Advertising agency involved in the promotion of pharmaceuticals
- Financial institution or bank investing in pharma markets
- Academic, business research and consulting firms
- Government office and embassy.

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