



PMR Industry Report

# OTC market in Bulgaria 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.



Head Pharmaceutical Expert

### Contact PMR and get more info:

+48 12 340 51 30 | [support@pmrcorporate.com](mailto:support@pmrcorporate.com)

PMR Ltd. Sp. z o.o., ul. Mogilska 65, 31-545 Kraków

## 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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- Market data that describes the direction and degree of recent development on the OTC market in Bulgaria
- Analysis of the OTC product market value by therapeutic categories and by distribution channel
- Analysis of the impacts of leading trends, regulations, significant M&A transactions and other factors affecting market development
- Current indicators that reflect the value, growth and expected direction of OTC market development in Bulgaria
- Expected growth in terms of value of the OTC market in Bulgaria for the 2018-2023 period including the therapeutic categories
- Top-selling medicines available without prescription and dietary supplements on Bulgaria's OTC market
- Widely-recognised companies engaged in the manufacture on this market, including information about prices and advertising strategies
- Switch from Rx to OTC drugs: recent switches and regulations
- Recent changes in legal framework for the activity on the OTC drugs and supplements in Bulgaria
- Consumer preferences characterising the OTC market in Bulgaria
- Share of the entire pharmaceutical market in Bulgaria occupied by the OTC segment
- Saturation level of the OTC market in Bulgaria.

# 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 Reviewing market situation and growth forecasts in Bulgaria.



## Who benefits from the PMR report?

This report was compiled for experts involved in sales, marketing and strategic development at:

- Companies that manufacture OTC products for sale in Bulgaria
- Businesses engaged in online, pharmacy and non-pharmacy sales of OTC products
- Wholesale distributors of over-the-counter medicines and dietary supplements in Bulgaria, as well as importers
- Logistics, marketing, and research institutions working in the pharmaceutical sector
- Consulting, academic and government institutions active in the pharmaceutical industry
- Financial institutions, banking and private equity funds.

THEY TRUSTED US:

