



PMR Industry Report

# OTC market in Romania 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.



Head Pharmaceutical Expert

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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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- Over-the-counter market value, which includes all OTC products (drugs and non-drugs) recent sales and other key data describing the recent evolution and current status of the market
- Growth data that represents the Romanian OTC market and each main segment during the period 2018-2023
- Top OTC manufacturers engaged on the Romanian market
- Distribution channels for the OTC pharmaceuticals and dietary supplements in Romania
- Most successful OTC products in terms of sales
- Market reviews that reveal the implications of recent events and major corporate transactions for the market
- Legal and regulatory updates along with analysis of the effects of pending changes on market productivity
- Current advertising rules influencing the Romanian over-the-counter market
- Information about spending on advertising, prices and switches from Rx to OTC
- Consumer opinions about non-prescription drugs and dietary supplements usage and purchases
- Share of the pharmaceutical market in Romania currently held by the OTC segment.

# 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?

Satisfied users of this OTC-focused report include business development, sales and marketing professionals working in:

- Companies involved in production, research and advertising of OTC medicines, dietary supplements and other OTC products for sale in Romania
- Wholesale distributors of OTC merchandise in Romania
- Retail distributors, including pharmacies, non-pharmacy stores and e-commerce engaged in sale of the over-the-counter drugs and dietary supplements
- Consultants, researchers and analysts studying the pharmaceutical sector
- Government and embassy organisations
- Financial institutions, banking and private equity firms.

THEY TRUSTED US:

