

# ONLINE OTC PRODUCTS MARKET IN POLAND

Market analysis and development forecasts for 2019-2024

# 2019

## IN THE REPORT:

- **Unique data** on the value of OTC sales in pharmacies and online shops
- Analysis of **3 categories of products**: dietary supplements, dermocosmetics and over-the-counter drugs
- **Comprehensive research results** with consumer profile analysis
- **Profiles of leading online pharmacies and online shops**
- Analysis of the **most frequently** purchased OTC medicines, dietary supplements and dermocosmetics

+48 12 340 51 40

 [healthcare@pmrcorporate.com](mailto:healthcare@pmrcorporate.com)

 SEE WWW



## WHY IT'S WORTH IT:

- This is the **only publication** on this subject in Poland
- Analyses **new trends** and their impact on future sales
- Compares **distribution channels** and product categories
- **Supports consumer analysis** and segmentation
- Helps **develop effective strategies** adapted to changing conditions