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Standard licence: 2500€
Standard Plus licence: 3250€
Corporate licence: 6250€

Executive Summary *

Corporate licence: 500€

Database of report stats *

Corporate licence: 0€

* Can only be purchased together with the Report

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PMR Industry Report

OTC market in Poland 2017

Market analysis and development forecasts for 2017-2022

Publication date/Update: August 2017/ July 2018

Language: Polish, English

Delivery: PDF, PPT, XLS / online access

Contain: Report + Executive Summary + Database of report stats

Take advantage of the PMR offer

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



Monika Stefaniak

Head Pharmaceutical Market Expert

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PMR Report

- **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

Executive Summary

- An **executive summary of the report in PowerPoint** format with charts/graphs
- **Ready-to-use presentation material** for company strategy meetings

Database of report stats

- An Excel file containing all the key statistics from the report, **allowing the reader to arrange and manage the data according to their own needs**
- **A useful tool for analysts** – allows for data from the report to be easily merged with internal company data or other external data

What is the content of the report?

- A broad range of analyses and forecasts: OTC drugs, dietary supplements, entire OTC market, pharmacy sales, non-pharmacy sales
- Value and development forecasts for 2017-2022 for the Polish OTC market, along with expert explanation and analysis of forecasts
- Market value and growth forecasts for the major therapeutic categories: cold and flu remedies, vitamins, minerals and nutrients, analgesics, antacids, products used to treat cardiovascular diseases and products intended for cutaneous use.
- An extensive collation of market data, including market share of the pharmacy and non-pharmacy OTC segments, share of OTC drugs, dietary supplements and cosmetics in the pharmaceutical and pharmacy market, prices of OTC products, market shares of the largest OTC products and dietary supplements manufacturers
- Consumer trends and producer trends (e.g. acquisitions, mergers, product portfolio extensions) that affect the market situation and development
- Overview of OTC products distribution channels
- Examples of Rx-OTC and OTC-Rx product switches over the last few years
- Bestselling OTC drugs and dietary supplements
- Detailed profiles of the major players in the OTC market, including an analysis of their portfolios, financial performance, ownership structure and advertising expenditure, as well as investments planned
- Analysis of OTC product advertising in all major channels, including the most frequently advertised products, major advertisers, marketing strategies, spending on advertising and forms of OTC product advertising
- Consumer behaviour and preferences regarding the selection, purchase and use of OTC medicines and dietary supplements
- The latest and planned legal regulations related to the manufacture and sales of OTC products in Poland.

5 Reasons to choose PMR

- 1 The **solid analysis of the OTC market** helps elaborating corporate development strategies and budgets
- 2 The publication developed by the PMR's experts includes **current market conditions and development forecasts**
- 3 Conclusion **profiles of the largest manufacturers of OTC** drugs and dietary supplements provides essential tool for developing price policies
- 4 **Comprehensive overview of competitors'** current business operations, performance and plans enables a quick reaction allowing to keep or increase the market share
- 5 The report **presents changes taking place in the OTC market** which allows to flexible adjustment of policies and portfolios to the market trends



Who benefits from the PMR report?

- Companies manufacturing OTC drugs and dietary supplements
- Businesses specialising in pharmacy sales of OTC products and dietary supplements
- Entities engaged in online and non-pharmacy distribution of OTC drugs and dietary supplements in Poland
- Advertising agencies operating in the pharmaceutical industry
- Private equity funds, financial institutions
- Research and academic institutions
- Business consultants
- Embassies, government agencies, industry organisations, banks.

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