



PMR Industry Report

Pharmaceutical and healthcare market in Poland 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 Pharmaceutical market, I invite you to contact our consultants.



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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

What is the content of the report?

- Value of the pharmaceutical market, pharmacy and hospital segments
- Development forecasts for 2018-2023 – both for the whole market and for pharmacy and hospital channels, including factors having impact on the market now and in the future
- Sales value for the major ATC categories of drugs and sales forecasts between 2018 and 2023
- Growth barriers and stimulants for the whole market and individual drug categories
- Largest pharmaceutical manufacturers operating in Poland – share, sales value, financial performance, future plans
- Best-selling drugs and dietary supplements in Poland
- Detailed analysis of the current legal status, considering possible future legal changes and their market impact
- Comprehensive data on reimbursement, taking into account reimbursement procedure, reimbursement rules, main practical difficulties, reimbursement spending, products with the highest reimbursement rate under open (pharmacy) reimbursement, chemotherapy and drug programmes
- Analysis of the state reimbursement policy, along with presentation of recent changes to lists of reimbursed drugs and possible future expansion directions
- Total NFZ spending on reimbursement, considering ATC classification category, voivodship, patient's co-payment level
- Analysis of generic substitution
- List of drug programmes existing in Poland with active substances
- Epidemiological trends, including e.g. the most common diseases and most frequent causes of death in Poland
- Consumer behaviour regarding drug purchases and healthcare system use.

5 Reasons to choose PMR

- 1 Analysis of the pharmaceutical market covering pharmacy as well as hospital sales helps in the course of planning a new investment or making decisions regarding financial support for entities operating in the market
- 2 Detailed description included in the publication supports elaborating corporate development strategies and budgets
- 3 Original market development forecasts until 2023 prepared by the team of econometricians
- 4 The report contains essential tools for developing price policy
- 5 Comprehensive overview of competitors' current business operations, performance and plans enables a quick reaction allowing to keep or increase the market share



Who benefits from the PMR report?

PMR recommends the publication to management staff and operational personnel at marketing, sales, strategy and development divisions chiefly from the following types of companies:

- financial institutions interested in the pharmaceutical and healthcare market in Poland (banks, brokerage houses, investment funds)
- consulting and research companies, government and academic institutions that monitor the segment
- manufacturers operating in the pharmaceutical market
- drug distributors present in the pharmacy and hospital market (wholesalers, logistics operators, pharmacy chains, retail chains)
- providers of healthcare services in Poland
- marketing agencies serving pharmaceutical and medical companies
- banks.

THEY TRUSTED US:

