



PMR Industry Report

Distribution on the pharmaceutical 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.



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

What is the content of the report?

- **Value of retail and wholesale, hospital pharmacy, non-pharmacy, and online sales**, as well as value of parallel trade on the pharma market in Poland
- **Prospects for the market growth in 2018-2023** considering such indicators as: value of retail and wholesale, hospital pharmacy, non-pharmacy, and online sales (pharmacies and online stores) along with a detailed description of factors that affect the market change currently and in the future
- **The market structure covering wholesale, retail, pharmacy and non-pharmacy**, as well as online distribution
- **Growth drivers and barriers** influencing the current and future situation on the pharmaceutical distribution market in Poland
- **The largest pharmacy chains** operating in Poland, as well as smaller chains; in-depth analysis of related ownership
- **The largest wholesale units** on the pharmaceutical distribution market in Poland
- **The major online pharmacies and sales** via Allegro platform
- **Profiles of the leading market players**, comprising data on their sales and expansion plans
- **Market data**, e.g. number of pharmacies per population, number of online pharmacies, market share in the pharmaceutical wholesale market, number of pharmacies in individual chains and contact details contained in a separate Excel base (paid)
- **Average prices and margins**, discussion of trends
- **Legal regulations determining conditions of pharmaceutical distribution** by pharmacies operating across Poland

5 Reasons to choose PMR

- 1 Unique collection of data, forecasts and analysis of competitive environment will allow for **market analyses** prior to investment decisions
- 2 Expert comments and analyses will support while optimising **distribution strategies** for pharmaceuticals and parapharmaceuticals in Poland
- 3 The report is an indispensable tool when preparing **marketing and sales campaigns** which will facilitate identification of key recipients and major barriers
- 4 Data and conclusions support preparation of **business plans** and **budgets**
- 5 The publication will help while following new **market trends** and assess their impact on the current and future company financial performance



Who benefits from the PMR report?

- Pharmacy chains involved in retail in Poland
- Pharmaceutical wholesalers operating across Poland
- Other distributors present in the Polish pharma market, e.g. logistics operators, parallel importers
- Manufacturers of drugs, parapharmaceuticals, and private labels
- Investors interested in entering the market.
- Retail chains willing to expand their portfolio of pharmaceuticals.
- Embassies and other entities supporting investors in the Polish market

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