

Distribution on the pharmaceutical market in Central Europe 2016

Market analysis and development forecasts for 2016-2021



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Gratis: Database of pharmaceutical wholesalers in Central Europe 2016



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What is the content of the report?

- **Database of pharmaceutical wholesalers** active in Central Europe
- **Value** of the whole market and each of its segments
- **Growth forecasts** from 2016 till 2021
- Comparative analysis of the following countries: **Poland, Hungary, Romania, the Czech Republic, Slovakia and Bulgaria**
- Review of all key distribution channels: **wholesale, pharmacy, non-pharmacy and online sales**
- **Leading distributors** (pharmacy chains and wholesalers) via profiles that include store totals, sales, profits, revenues, growth plans
- **Legal regulations** that apply to the distribution of pharmaceuticals
- **Trends and events** that have affected the pharmaceutical distribution market



Who benefits from the analysis?

- Companies active in the market
- Investors planning to enter the market
- Logistics and advertising companies
- Parallel importers / exporters
- Financial institutions and private equity firms
- Market researchers, consultants and analysts



Why to buy the report?

- Find or change a distribution partner
- Plan marketing campaigns at distribution level
- Find out data necessary in creating business development strategy
- Study reliable forecasts useful while budgeting and planning expenses
- Monitor the market and its growth potential
- Analyse the competitive environment
- Limit investment risk while mergers, acquisitions and entering new markets