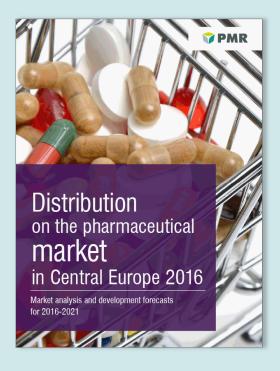
Distribution on the pharmaceutical market in Central Europe 2016

Market analysis and development forecasts for 2016-2021





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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

