



PMR Industry Report

Distribution on the pharmaceutical market in Central Europe 2017

Market analysis and development forecasts for 2017-2022

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Contain: Report + Executive Summary + Database of report stats

Price list:

Standard licence: 3300€

Standard Plus licence: 4290€

Corporate licence: 8250€

Executive Summary *

Corporate licence: 500€

Database of report stats *

Corporate licence: 500€

* Can only be purchased together with the Report

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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

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?

- Statistical data describing the evolution of pharmaceutical distribution market **value with forecasts** from 2017 through 2022 in Central European countries under analysis
- **Comparative analysis** of market attributes such as value, sales and forecasts among the six highlighted countries: Poland, Hungary, Romania, the Czech Republic, Slovakia and Bulgaria
- Review of all **key channels**: wholesale, pharmacy, non-pharmacy and online
- **Wholesale distribution** on the pharmaceutical markets in each country: market leaders, their operational and financial status, strategies most important events, and plans for future
- **Retail pharmacy chains** operating on the markets in each country: size in terms of total stores, sales figures, strategies most important events and plans for future, presented via detailed profiles
- **Number of pharmacies** operating in each country, as compared to geographical area and total population
- **Market saturation** and market share of leading regional wholesalers in each country
- Wholesaler and retailer pharmaceutical **loyalty programmes**
- Existing pharmacy **ownership regulations** in each of the six countries
- **Regulations on the non-pharmacy and e-commerce sales** of pharmaceuticals in the analysed countries.

5 Reasons to choose PMR

- 1 **Comprehensive and comparable coverage** of market in Central Europe which is necessary when searching for data for business planning and budgeting
- 2 **Complete collection of statistic** helpful in the course of looking or changing a distribution partner as well as seeking opportunities for investment, mergers or acquisitions
- 3 Included **forecasts for growth** helps optimising distribution of a customer's products
- 4 The publication provides **reliable data** useful during planning marketing campaigns at distribution level, e.g. in pharmacies, wholesalers
- 5 Contained **unique analysis** allows to build a corporate presence on the market



Who benefits from the PMR report?

- Major pharmaceutical companies
- Global and regional wholesalers of pharmaceuticals active in Central Europe
- National or international retail pharmacy chains with interests in entering this market
- Any size distributors which want to expand into other countries or become acquainted with the competitive landscapes
- Logistics and transportation providers operating in Europe
- Companies that manufacture parapharmaceuticals (medical devices, dietary supplements, dermocosmetics, toothpastes, bandages, etc.)
- Parallel importers / exporters.

THEY TRUSTED US:

