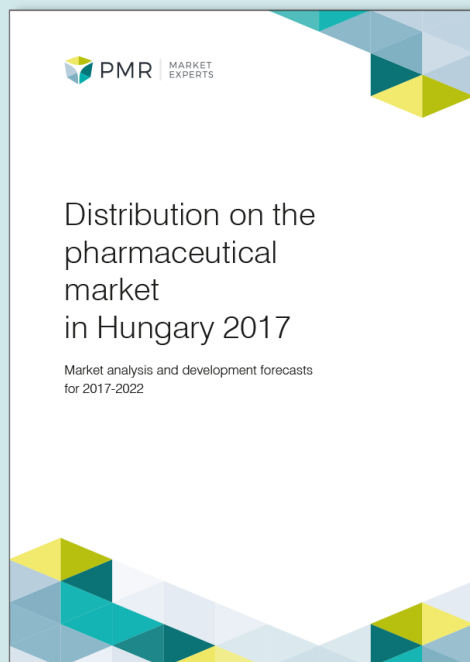


Distribution on the pharmaceutical market in Hungary 2017

Market analysis and development forecasts for 2017-2022



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What is the content of the report?

- **Statistical data** describing the evolution of pharmaceutical distribution market value with forecasts from 2017 through 2022 in Hungary
- **Comparative analysis** of market attributes such as value, sales and forecasts till 2022
- **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 market: 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 country, as compared to geographical area and total population
- **Market saturation and market share** of leading regional wholesalers
- **Wholesaler and retailer pharmaceutical** loyalty programmes
- **Existing pharmacy ownership regulations**
- **Regulations on the non-pharmacy and e-commerce sales** of pharmaceuticals



Who benefits from the analysis?

- Major pharmaceutical companies
- Global and regional wholesalers of pharmaceuticals
- 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 Hungary
- Companies that manufacture parapharmaceuticals (medical devices, dietary supplements, dermocosmetics, toothpastes, bandages, etc.)
- Parallel importers / exporters.



Why to buy the report?

- Searching for data necessary for business planning and budgeting
- Finding / changing a distribution partner
- Optimising distribution of a customer's products
- Planning marketing campaigns at distribution level, e.g. in pharmacies, wholesalers
- Building a corporate presence on the market
- Seeking opportunities for investment, mergers or acquisitions on the Hungarian pharmaceutical distribution market
- Conducting comparisons of regional pharma distribution markets.