



PMR Industry Report

# OTC market in Hungary 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 cosmetics market, I invite you to contact our consultants.



Head Pharmaceutical Expert

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## PMR Report

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- **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?

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- Market review that includes significant events, the latest updates on legal regulations with regard to OTC products manufacturing, distribution and advertising in Hungary
- Detailed growth prospects for the whole OTC market and its segments (therapeutic categories) in Hungary in 2018-2023
- In-depth analysis of the market impact of current trends, consumer behaviour and proposed changes to regulations on sales of OTC medicines and dietary supplements
- Distribution channels analysis containing the pharmacy, non-pharmacy and internet sales
- Hungary's leading manufacturers of OTC products, their advertising expenses and activities
- Analysis of the bestselling products and product categories
- Consumer behaviour, preferences and attitudes toward the OTC medicines, dietary supplements and other OTC products
- Review of prices of OTC products on the Hungarian market and switches from Rx to OTC and from OTC to Rx
- Large collection of indicators that cover value, growth dynamics, share of OTC sales in Hungary to that of the country's entire pharmaceutical sector, degree of saturation on this market, and explain structure of the over-the-counter market.

# 5 Reasons to choose PMR

- 1 Planning the expenses of a business on this market while budgeting for the following years
- 2 Analysing the market prospects while decision-making regarding a new investment in the region or launching a new private healthcare business
- 3 Observing market activity of competing companies
- 4 Staying informed of important new regulations, changes, trends and events on this market
- 5 Reviewing market situation and growth forecasts in Hungary.



## Who benefits from the PMR report?

The report is an essential aid to the operations of sales and marketing, strategy and business development staff from:

- Manufacturers of OTC products (medicines, dietary supplements and other products sold without prescription in pharmacies) dedicated for sale in Hungary
- OTC medicines and dietary supplements wholesalers and retailers active in Hungary in the pharmacy and non-pharmacy distribution channels
- E-commerce enterprises offering medicines available without prescription
- Advertising companies involved in the pharmaceutical and medical business
- Consultants, researchers and academic professionals
- Embassies and government offices
- Financial institutions and private equity funds.

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