



PMR Industry Report

# Online OTC products market in Poland 2017

## Market analysis and development forecasts for 2017-2022

Publication date/Update: April 2017

Language: Polish, English

Delivery: online access / PDF

### Price list:

Standard licence: 2900€

Standard Plus licence: 3770€

Corporate licence: 7250€

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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 OTC market, I invite you to contact our consultants.



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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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- **Comprehensive market assessment** – current value of online OTC sales in Poland broken down into product categories and distribution channels
- **Market growth, current market conditions**
- **Market development forecasts for the next 5 years** – for total OTC sales online as well as for OTC medicines, dietary supplements and dermocosmetics
- **Profile of the consumer** who buys OTC products online
- **OTC brands and product categories most often bought on the internet**
- **Legal framework** – an overview of regulations pertaining to online sales of OTC products as well as planned legal changes and their likely impact on the market
- **Leading online pharmacies and stores** – profiles containing information on financial condition and product offer
- Data on **online advertising**

# 5 Reasons to choose PMR

- 1 Market development forecasts (looking as far ahead as 2022) calculated by our econometricians and analysts that will help a company plan an online strategy for each OTC category: medicines, dietary supplements and dermocosmetics
- 2 Unique data on sales of OTC products in online stores – an important but previously unresearched part of the market
- 3 The report provides the data needed for a segmentation of customers who buy OTC products on the internet
- 4 The publication is an indispensable tool for keeping track of new trends and legal changes on the online OTC market and for assessing their impact on a company's current and future financial performance
- 5 Analysis of the competitive landscape that will be of help in deciding whether to launch a marketing campaign on the internet or to step up/scale back online sales



## Who benefits from the PMR report?

- Manufacturers of OTC medications, dietary supplements and dermocosmetics, as well as companies planning to enter the OTC market
- Distributors of OTC products who are present in the online channel or are considering entry – e.g. pharmacies, stores, internet platforms, as well as manufacturers who operate their own online stores or are planning to do so
- Grocery chains and cosmetics chains who carry OTC products or are planning to add them to the offer
- Cosmetics manufacturers planning to expand into dermocosmetics
- Companies looking for investment or takeover opportunities e.g. private equity funds
- Research firms and consultancies
- Chambers of commerce, trade associations.

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