



# Distribution on the pharmaceutical market in Poland 2010

**Development forecasts for 2010-2012**

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Languages: English, Polish

Date: February 2010

Plus: Database of independent pharmacy chains  
in Poland 2010

## Word from the coordinator:



This report presents a comprehensive analysis of the issue of distribution in the pharmaceutical market in Poland. We focused on distribution through pharmacies, non-pharmacy retailers and hospitals, the three main segments of the market. We sought to identify the key characteristics of the segments and the possible directions of their development. We also presented the largest players in each segment, including in particular wholesalers, pharmacy chains and online pharmacies. The analysis is further complemented by the results of research carried out by PMR for the purposes of this report among pharmaceutical companies. The aim of the research was to identify the current and future trends

in pharmaceutical distribution in Poland. We believe the report will be an invaluable source of information not only for companies that consider entry onto the Polish market, but also for entities already operating here.

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**Agnieszka Stawarska**, Pharmaceutical Market Analyst

## About the report:

"Distribution on the pharmaceutical market in Poland 2010" provides the complex analysis of the distribution on the pharmaceutical market and focuses on the analysis of the main market segments i.e. pharmacy distribution, non-pharmacy distribution and hospital distribution, providing segments' characteristic and profiles of leading players in each segment. Direct distribution and exclusive distribution are also analysed, as well as parallel imports and exports. Moreover, the report presents the results of a unique survey carried out by PMR among leading pharmaceutical companies on the Polish pharmaceutical market.

## If you are looking for:

- Overview and analysis of the main market segments:
  - ◆ pharmacy distribution (wholesalers, pharmacies and internet pharmacies)
  - ◆ non-pharmacy distribution (wholesalers, retailers)
  - ◆ hospital distribution
- Market trends and forecasts for 2010-2012
- Direct distribution and exclusive distribution description

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