



3rd
edition **!**

OTC market in Central and Eastern Europe 2010

Comparative analysis and development
forecasts for 2010-2012

Languages: English

Date: September 2010

Report description:

This publication analyses in detail the **OTC drugs** and **dietary supplements market** in **eight countries** in the region: Russia, Poland, Ukraine, Romania, the Czech Republic, Hungary, Bulgaria and Slovakia.

It focuses on:

- OTC drugs and dietary supplements market value
- share of OTC in total market and best-selling OTC products
- leading OTC products manufacturers
- non-pharmacy and online sales of OTC products.

It also contains the analysis of **distribution channels** and provides **forecasts up to 2012** for OTC products markets, prepared by PMR's pharmaceutical and economy experts.

Moreover, the publication shows how the **economic crisis** affected the OTC market and sales revenues of companies engaged in OTC products sales. The changes in the distribution structure are given as well.



Report answers following questions:

- ...what was the impact of the crisis on the OTC market?
- ...what country has the largest OTC market?
- ...which OTC market has the highest growth potential?
- ...what are the strategies of the OTC manufacturers?
- ...in which country is the OTC market saturated?
- ...what is the share of OTC products in total pharmacy sales?
- ...who are the largest wholesalers in particular countries?
- ...what are the largest pharmacy chains?

...and more!

Selected PMR clients:



PMR MarketInsight Methodology

This report was prepared using PMR MarketInsight methodology developed by PMR which assists in the complex preparation of industry reports.

[Read more about PMR MarketInsight »](#)

About PMR

PMR Publications (www.pmrpublications.com) provides reliable market intelligence for business professionals and analyse the business climate in particular in the construction, retail, IT, telecommunications and pharmaceutical sectors. PMR Publications offers both free and paid subscription newsletters, internet news portals, and in-depth reports.

PMR Publications is part of PMR (www.pmrcorporate.com) – a British-American company providing market information, advice and services to international businesses interested in Central and Eastern European countries as well as other emerging markets. PMR key areas of operation include consultancy (through **PMR Consulting**) and market research (through **PMR Research**).

PMR Ltd. Sp. z o.o., ul. Dekerta 24, 30-703 Krakow, Poland

Questions about ordering? Contact our sales department:

tel. /48/ 12 618 90 30

fax /48/ 12 618 90 08

e-mail: moreinfo@pmrcorporate.com

www.pmrpublications.com



REPORT ORDER FORM

TO ORDER RETURN THE FORM TO US VIA FAX ON: /48/ 12 618 90 08



Please send me

OTC market in Central and Eastern Europe 2010 Comparative analysis and development forecasts for 2010-2012

Languages: English, Polish
Date: September 2010

1

YOUR LICENCE

Language version	Single user licence*	5-user licence**	Corporate licence***	Global licence****
<input type="checkbox"/> English	<input type="checkbox"/> €2500	<input type="checkbox"/> €3750	<input type="checkbox"/> €5000	<input type="checkbox"/> €6250

PMR is a member of SIIA's Corporate Content Anti-Piracy Program. Breaking the conditions of our licences will result in suspension of the subscription with no money refund. Additionally, major fees may be imposed by the SIIA as a result of their further investigations.

* By ordering a "single user licence" the client is purchasing the right to use the publication on one computer workstation only. Any copying, distribution or dissemination of the electronic publication via a computer network (in part or in whole) is strictly prohibited. Delivered by e-mail in PDF format.

** By ordering a "5-user licence" the client is purchasing a licence authorising the copying, distribution and dissemination of the electronic publication via a computer network (in part or in whole) among a maximum of 5 people within the company indicated on the order form (including all company subsidiaries in a single country location). Delivered by e-mail in PDF format.

*** By ordering a "corporate licence" the client is purchasing a licence authorising the unrestricted copying, distribution and dissemination of the electronic publication (in part or in whole) via a computer network solely within the company indicated on the order form (including all company subsidiaries in a single country location). CD delivered by courier. CD version contains PDF version of the report plus an extra file with all the graphs and tables in a copiable format easy to use in your own analyses, presentations, etc.

**** By ordering a "global licence" the client is purchasing a licence authorising the unrestricted copying, distribution and dissemination of the electronic publication (in part or in whole) via a computer network solely within the organisation indicated on the order form, regardless of country location. CD delivered by courier. CD version contains PDF version of the report plus an extra file with all the graphs and tables in a copiable format easy to use in your own analyses, presentations, etc.

2

INVOICING DETAILS

Mr Mrs Ms

If your contact details are different to the invoicing details, please fax them to us together with the completed order form.

Last Name

First Name

Job title

Company

Country

Invoicing address

E-mail

Tel./Fax

Core business

EU VAT Number

3

PAYMENT FORM

Polish clients will be invoiced in PLN (based on the NBP exchange quoted on the day preceding the invoice date) and need to add 22% VAT. Foreign clients will be invoiced in EUR

MONEY TRANSFER TO:

PMR Ltd. Sp. z o.o.

For Polish clients:

Raiffeisen Bank Polska S.A.

ul. Armii Krajowej 18, 30-150 Krakow

Account number: 36 1750 1048 0000 0000 0758 5225

For foreign clients:

Raiffeisen Bank S.A.

ul. Armii Krajowej 18, 30-150 Krakow

Account number: PL 92 1750 1048 0000 0000 0758 5284

SWIFT CODE: RCBWPLPW

CREDIT CARD:

Diners Club Visa Eurocard / Mastercard American Express

Account to be charged and currency (Credit card charges will be made in PLN at current exchange rates)

Name of card owner

Credit Card No

Valid until

Billing address
of card

4

Correspondence address

E-mail / Tel. to accounting

I undertake to contact PMR within seven days should I not receive any of the copies.

In sending this form I authorise PMR to invoice me without my signature and to use the company details on the form for processing my subscription (Ustawa o ochronie danych osobowych Dz. U. nr 133/97, poz. 883)



Signature:

only signed forms can be processed

Thank you! We will contact you soon to confirm your order.

PMR Ltd. Sp. z o. o., tel. /48/ 12 618 90 00, fax /48/ 12 618 90 08, e-mail: moreinfo@pmrcorporate.com, ul. Dekerta 24, 30-703 Krakow, Polska

NIP number: 676-20-95-189, destination of region court: Sad Rejonowy dla Krakowa-Srodmiestia w Krakowie

XI Wydzial Gospodarczy Krajowego Rejestru Sadowego, KRS number: 0000057694, the amount of company's nominal capital: one hundred and thirty thousand PLN