

# **Central and Eastern Europe OTC Drugs Industry Outlook to 2017- Expanding Access to Distribution Channels to Lead Sales Growth**

<https://marketpublishers.com/r/C7B480B200AEN.html>

Date: December 2013

Pages: 229

Price: US\$ 1,300.00 (Single User License)

ID: C7B480B200AEN

## **Abstracts**

The report titled “Central and Eastern Europe OTC Drugs Industry Outlook to 2017- Expanding Access to Distribution Channels to Lead Sales Growth ” presents a comprehensive analysis of the industry covering aspects including market size by revenue and market segmentation by cold and cough medications, analgesics, digestives, skin treatment products, vitamin and mineral supplements and others and by geography including Russia, Poland, Ukraine, The Czech Republic, Romania, Hungary, Slovakia and Bulgaria. The report also entails a detailed description on the recent trends and developments in the market in the region and competitive scenario of major players in major geographies.

With burgeoning wealth and increasing awareness of the advantages of good healthcare and healthier lifestyles, emerging markets across the globe such as that of Central and Eastern Europe, Latin America and Asia-Pacific countries are turning out to be significant markets for pharmaceutical drugs. OTC drugs market in Central and Eastern Europe is one of the most rapidly emerging markets for pharmaceuticals in the world. Surging acceptance of such drugs by the people, increased availability and wide spread usage of non-prescription drugs to treat minor ailments has resulted in rapid growth of the market in the region over the last few years.

The market has recorded remarkable growth over the last six years by growing at an average annual rate of 8.1% from 2006-2012. The total market value in the region was recorded to be USD ~ million in 2006 which rose to USD ~ million in 2012. Digestives are considered as one of the prime segments of the industry accounting for a total of ~% share in the market revenue in 2012. The market for OTC digestives in the Central and Eastern European region has grown at a pace of 6.8% over the period 2006-2012.

Vitamins and mineral supplements have also considerably aided market growth in the region in the recent years. The market sales value have increased predominantly over the years from USD ~ million in 2006 to USD ~ million in 2012 due to the well educated population inclined towards the benefits of healthy living and wellness protocols.

Russia is the largest market for OTC medications in the region with a share of ~% in 2012 as compared to ~% in 2006. The sale of OTC drugs in Russia occurs through only the pharmacy chains. Pharmacy chain 36.6 is the largest pharmacy chain in Russia. In the Russian market for OTC medications, cold and cough medications commanded the largest share of ~% share of the total OTC drugs sales in the country in 2012 which has risen from ~% in 2006. OTC skin products held the fourth largest share of ~% in the OTC drugs market in Russia in 2012. Pharmstandard is the largest company with a market share of ~%. The revenue from the sales of OTC drugs by the company was recorded as USD ~ million in 2012 as compared to USD ~ million in 2011.

The OTC drugs market in Poland is the second largest market in Central and Eastern European region accounting for a share of ~% in the overall market in 2012. In 2012, the OTC drugs market in Poland was valued at USD ~ million as compared to USD ~ million in 2011. Poland's non-prescription drugs market has been largely held by the drugs used for treating cold, cough and other respiratory disorders. The segment accounted for the largest share of around ~% in the OTC drugs market revenue in the country in 2011 mainly due to the widespread flu among the people in the country. Painkillers/analgesics were the third largest segment of the industry in 2012 accounting for ~% share in the market. The market is predominantly held by USP Zdrowie with a market share of ~% in 2012 followed by Aflofarm, GSK Consumer healthcare and Bayer sharing nearly ~%, ~% and ~% respectively.

Ukraine, the Czech Republic and Romania held the next leading positions in the market with a share of ~%, ~% and ~% respectively in 2012. Cold and cough medications have traditionally led the market for OTC medications in the Czech Republic with a share of ~% in 2012 as compared to ~% in 2006.

Hungary has one of the most developed pharmaceutical industries in the Central and East European region. Some of the leading non-prescription medicines manufacturers in the country include Sanofi Aventis, Novartis, Bayer Hungaria, Novartis, Teva Magyarorszag, EGIS among others together accounting for a market share of ~% in 2012.

## KEY TOPICS COVERED IN THE REPORT

The market size of Central and Eastern Europe OTC Drugs Market in terms of revenue, 2006-2012

Market Segmentation in the region by product categories and by geography, 2006-2012

Market Share of Leading Players in overall OTC Drugs Market in Russia, Poland, Ukraine, Hungary

Market Share of Leading Players in different segments of OTC drugs in Russia

Revenues of Top 10 Pharmaceutical Companies in Romania by Sales Value of OTC Cold and Flu Drugs, 2012

Trends and Developments in the Central and Eastern Europe OTC Drugs industry and by geographies

Government Regulations in the Pharmaceutical Sector in each Geography (excluding Slovakia)

Competitive Landscape of Major Players in OTC Drugs Market in Russia, Poland, Ukraine and the Czech Republic.

Future Outlook and Projections of OTC Drugs market in each Geography in the region, 2013-2017

## Contents

### **1. CENTRAL AND EASTERN EUROPE OTC DRUGS MARKET INTRODUCTION**

1.1. Central and Eastern Europe OTC Drugs Market Size by Revenue, 2006-2012

### **2. CENTRAL AND EASTERN EUROPE OTC DRUGS MARKET SEGMENTATION, 2006-2012**

2.1. By Product Categories, 2006-2012

2.2. By Geography, 2006-2012

### **3. TRENDS AND DEVELOPMENTS IN CENTRAL AND EASTERN EUROPE MARKET**

Mergers and Acquisitions in OTC Market in Central and Eastern Europe

Liberalization of OTC Drugs Distribution in 2011 in CEE

Online Sales of Drugs Permitted in Slovakia

Rearrangement of the Wholesale Market of Pharmaceuticals in the Region

Online sales of Drugs allowed in Bulgaria

### **4. CENTRAL AND EASTERN EUROPE OTC DRUGS MARKET FUTURE OUTLOOK AND PROJECTIONS, 2013-2017**

4.1. Central and Eastern Europe OTC Drugs Market Future Projections, 2013-2017

4.1.1. By Geography, 2013-2017

4.1.2. Cause and Effect Relationship Between Industry Factors and Central and Eastern Europe OTC Drugs Market Prospects

### **5. RUSSIA OTC DRUGS MARKET INTRODUCTION**

5.1. Russia OTC Drugs Market Size, 2006-2012

5.1.1. By Revenue, 2006-2012

5.1.2. By Volume, 2008-2012

5.2. Russia OTC Drugs Market Segmentation, 2006-2012

5.2.1. By Cold and Cough, Analgesics, Digestives, Skin Products, Vitamins and Minerals and Others, 2006-2012

5.2.2. By Cities, 2012

5.3. Trends and Developments in Russia OTC Drugs Market

Approval of Selling of OTC Drugs in retail stores by Ministry of Healthcare  
Appointment of New Government: Spurring Developments in Health Sector in Russia  
Increasing Focus on Bio-Additives and Functional Nutrition

#### 5.4. Government Regulations in Russia OTC Drugs Industry

Ban on Over the Counter Sales of Medical Drugs

Major Regulatory Changes in Russian Pharmaceutical Market in 2012

#### 5.5. Market Share of Major Players in Russia OTC Drugs Market, 1H2013

5.5.1. By Anti Cold and Flu Drugs, 2012

5.5.2. By Non- Narcotic Analgesics and Antipyretic Drugs, 2012

5.5.3. By Expectorants & Antitussives (Cough Medications), 2012

5.5.4. By Multivitamins with Minerals, 2012

5.5.5. By Systematic Agents for Fungal Infections, 2012

#### 5.6. Competitive Landscape of Major Players in Russia OTC Drugs Market

#### 5.7. Russia OTC Drugs Market Future Outlook and Projections, 2013-2017

#### 5.8. Macro Economic Factors of Russia OTC Drugs Market: Historical and Projected

5.8.1. Population, 2006-2017

5.8.2. Public and Private Health Expenditure, 2006-2017

5.8.3. Consumer Price Index on Medicines, 2010-2012

### 6. POLAND OTC DRUGS MARKET INTRODUCTION

#### 6.1. Poland OTC Drugs Market Size, 2006-2012

#### 6.2. Poland OTC Drugs Market Segmentation, 2006-2012

6.2.1. By Products, 2006-2012

6.2.2. By Pharmacy and Non-Pharmacy Distribution Channel, 2011

#### 6.3. Trends and Developments in Poland OTC Drugs Market

Rising Advertisement Expenditure by Pharmaceutical Companies

Plans to Launch New Products by Dietary Supplements Manufacturers

#### 6.4. Government Regulations in Poland Pharmaceutical Market

General Overview

Reimbursement Act, 2012

#### 6.5. Market Share of Major Players in Poland OTC Drugs Market, 2012

#### 6.6. Competitive Landscape of Major Players in Poland OTC Drugs Market

#### 6.7. Poland OTC Drugs Market Future Outlook and Projections, 2013-2017

#### 6.8. Macro Economic Factors of Poland OTC Drugs Market: Historical and Projected

6.8.1. Population, 2006-2017

6.8.2. Health Expenditure Per Capita, 2006-2017

6.8.3. Consumer Price Index on Health, 2006-2012

6.8.4. Number of Pharmacies in Poland, 2006-2017

## **7. UKRAINE OTC DRUGS MARKET INTRODUCTION**

7.1. Ukraine OTC Drugs Market Size, 2006-2012

7.2. Ukraine OTC Drugs Market Segmentation, 2006-2012

7.2.1. By Products, 2006-2012

7.3. Trends and Developments in Ukraine OTC Drugs Market

First Reading in Parliament on Act on Ban of Advertisement of OTC Medications in 2011

Act on Ban of Advertisements of OTC Medications Passed in 2012

Rapidly Changing Lifestyles Spurring OTC Drugs Sales

7.4. Government Regulations in Ukraine OTC Drugs Market

Permitting Drug Retail Only through Pharmacies

Rules Pertaining to Promotional Activities of Drugs

Recent Developments in Legal Regulation of Medicine and Healthcare in Ukraine

7.5. Market Share of Major Players in Ukraine OTC Drugs Market, 2012

7.6. Competitive Landscape of Major Players in Ukraine OTC Drugs Market

7.7. Ukraine OTC Drugs Market Future Outlook and Projections, 2013-2017

7.8. Macro Economic Factors of Ukraine OTC Drugs Market: historical and Projected

7.8.1. Population, 2006-2017

7.8.2. Health Expenditure of Households, 2006-2017

7.8.3. Consumer Price Index on Health, 2006-2012

## **8. THE CZECH REPUBLIC OTC DRUGS MARKET INTRODUCTION**

8.1. The Czech Republic OTC Drugs Market Size, 2006-2012

8.2. The Czech Republic OTC Drugs Market Segmentation, 2006-2012

8.2.1. By Products, 2006-2012

8.3. Trends and Developments in the Czech Republic OTC Drugs Market

Enactment of Reforms to Encourage Patients to Take greater Responsibility for Medical Treatment

Policies Geared Towards Reducing Costs in Healthcare

Restricted Development in 2008 due to Imposition of Mandatory Fees on Doctor Visit's

Surging Investments in the Pharmaceutical Sector

8.4. Government Regulations on the Czech Republic Pharmaceutical Industry

General Overview

Mandatory Registration on Drugs for Manufacturing and Marketing

General Provisions on Promotion of Medicinal Products in the Market



- 8.5. Competitive Landscape of Major Players in the Czech Republic OTC Drugs Market
- 8.6. The Czech Republic OTC Drugs Market Future Outlook and Projections, 2013-2017
- 8.7. Macro Economic Factors of the Czech Republic OTC Drugs Market
  - 8.7.1. Population, 2006-2017
  - 8.7.2. Health Expenditure of Households, 2006-2017
  - 8.7.3. Number of Pharmacies in the Czech Republic, 2006-2012
  - 8.7.4. GDP (FROM Production Side), 2006-2017

## **9. ROMANIA OTC DRUGS MARKET INTRODUCTION**

- 9.1. Romania OTC Drugs Market Size by Revenue and Volume, 2006-2012
- 9.2. Romania OTC Drugs Market Segmentation, 2006-2012
  - 9.2.1. By Products, 2006-2012
- 9.3. Implication of Claw Back System in Romania Pharmaceutical Industry
- 9.4. Trends and Developments in Romania OTC Drugs Market
  - Introduction of Clawback System Resulting in Rise in OTC Drugs Sales
  - Trends in Production of Pharmaceutical Drugs
- 9.5. Government Regulations in Romania Pharmaceutical Industry
  - Regulatory Framework: A General Overview
  - Pricing and Reimbursement Methodology
  - Pharmacy Law
- 9.6. Revenues of Top 10 Pharmaceutical Companies in Romania by Sales Value of OTC Cold and Flu Drugs, 2012
- 9.7. Romania OTC Drugs Market Future Outlook and Projections, 2013-2017
- 9.8. Macro Economic Factors of Romania OTC Drugs Market: Historical and Projected
  - 9.8.1. Population, 2006-2017
  - 9.8.2. Health Expenditure of Households, 2006-2017
  - 9.8.3. Number of Pharmacies and Pharmaceutical Points in Romania, 2006-2017

## **10. SNAPSHOT OF COUNTRIES IN OTC DRUGS MARKET IN CENTRAL AND EASTERN EUROPE**

- 10.1. Hungary
  - 10.1.1. Hungary OTC Drugs Market Size and Segmentation, 2006-2012
  - 10.1.2. Distribution Channels of OTC Drugs in Hungary, 2012
    - 10.1.2.1. Major OTC Products Sold in Pharmacies in Hungary, 2012
  - 10.1.3. Recent Trends and Developments in Hungary OTC Drugs Market
    - Pharmacies in Hungary Permitted to Sell OTC Drugs Online

## Reduced Spending by Pharmaceutical Companies in Hungary on Medical Journals in 2011

### 10.1.4. Hungary Pharmaceutical Regulatory Environment

Peculiar Taxes

Regulatory Framework Related to Opening of Pharmacies in Hungary

Regulations on Prices

Research and Development Based Tax Allowances

### 10.1.5. Market Share of Leading Players in Hungary OTC Drugs Market, 2012

### 10.1.6. Recent Developments of Companies in Hungary OTC Drugs Market

Government to co-found a company with vaccine manufacturer Omninvest

Gedeon Richter establishes new joint venture in China

Egis considering more than one acquisition

### 10.1.7. Hungary OTC Drugs Market Future Outlook and Projections, 2013-2017

## 10.2. Slovakia

### 10.2.1. Slovakia OTC Drugs Market Size and Segmentation, 2006-2012

### 10.2.2. Recent Trends and Developments in Slovakia OTC Drugs Market

Online Sales of OTC Drugs Permitted in Slovakia

Pricing structure

### 10.2.3. Slovakia OTC Drugs Future Outlook and Projections, 2013-2017

## 10.3. Bulgaria

### 10.3.1. Current Position, 2012

### 10.3.2. Bulgaria OTC Drugs Market Size and Segmentation, 2006-2012

### 10.3.3. Recent Trends and Developments in Bulgaria OTC Drugs Market

Legal Approval of Online Sales of OTC Drugs in Bulgaria

Bulgaria Pharma Market: 2012 Trends

### 10.3.4. Government Regulations in Bulgaria Pharmaceutical Market

Pricing System

### 10.3.5. Competitive Scenario of Major Players in Bulgaria OTC drugs Market

### 10.3.6. Bulgaria OTC Drugs Market Future Outlook and Projections, 2013-2017

## 11. APPENDIX

### 11.1. Market Definitions

### 11.2. Abbreviations

### 11.3. Research Methodology

Data Collection Methods

Approach

Variables (Dependent and Independent)

Multi Factor Based Sensitivity Model



Final Conclusion  
11.4. Disclaimer

## List Of Figures

### LIST OF FIGURES

Figure 1: Average Annual Per Capita Expenditure on Non-Prescriptions Drugs by Several Countries in Central and Eastern Europe in USD, 2010-2011

Figure 2: Central and Eastern Europe OTC Drugs Market Size by Revenue in USD Million, 2006-2012

Figure 3: Central and Eastern Europe OTC Drugs Market Segmentation by Cold and Cough, Digestives, Analgesics, Skin Products, Vitamins and Minerals and Others on the Basis of Contribution in Percentage(%), 2006-2012

Figure 4: Central and Eastern Europe OTC Drugs Market Average Annual Growth Rate by Geographies in Percentage (%), 2006-2012

Figure 5: Central and Eastern Europe OTC Drugs Market Segmentation by Geography on the Basis of Contribution in Percentage (%), 2006-2012

Figure 6: Central and Eastern Europe OTC Drugs Market Future Projections by Revenue in USD Million, 2013-2017

Figure 7: Russia OTC Drugs Market Size by Revenue in USD Million, 2006-2012

Figure 8: Russian OTC Drugs Market Size by Volume Sales in Million Packs, 2008-2012

Figure 9: Market Share of Major Players in Russian OTC Drugs Market in Percentage (%), 1H2013

Figure 10: Market Share of Anti Cold and Flu Drugs in Russia OTC Drugs Market by Name of the Drug and the Company in Percentage (%), 2012

Figure 11: Market Share of Non- Narcotic Analgesics and Antipyretic Drugs in Russia OTC Drugs Market by Name of the Drug and the Company in Percentage (%), 2012

Figure 12: Market Share of Expectorants & Antitussives in Russia OTC Drugs Market by Name of the Drug and the Company in Percentage (%), 2012

Figure 13: Market Share of Multivitamins with Minerals in Russia OTC Drugs Market by Name of the Drug and the Company in Percentage (%), 2012

Figure 14: Market Share of Systematic Agents for Fungal Infections in Russia OTC Drugs Market by Name of the Drug and the Company in Percentage (%), 2012

Figure 15: Russia OTC Drugs Market Future Projections on the Basis of Revenue in USD Million, 2013-2017

Figure 16: Population in Russia in Million, 2006-2017

Figure 17: Health Expenditure of Households in Russia in USD Million, 2006-2017

Figure 18: Poland OTC Drugs Market Size by Revenue in USD Million, 2006-2012

Figure 19: Poland OTC Drugs Market Segmentation by Cold and Cough, Vitamins and Minerals, Analgesics, Digestives, Skin Products and Others on the Basis of Contribution

in Percentage(%), 2006-2012

Figure 20: Poland OTC Drugs Market Segmentation by Distribution through Pharmacy and Non-Pharmacy Chains on the Basis of Contribution in Percentage (%), 2011

Figure 21: Poland OTC Drugs Market Future Projections by Revenue in USD Million, 2013-2017

Figure 22: Population in Poland in Million, 2006-2017

Figure 23: Health Expenditure per Capita in Poland in USD, 2006-2017

Figure 24: Consumer Price Index on Health, 2006-2012

Figure 25: Number of Pharmacies in Poland, 2006-2017

Figure 26: Ukraine OTC Drugs Market Size by Revenue in USD Million, 2006-2012

Figure 27: Ukraine OTC Drugs Market Segmentation by Analgesics, Cold and Cough, Digestive Remedies, Skin Products, Vitamins and Minerals and Others on the Basis of Contribution in Percentage(%), 2006-2012

Figure 28: Market Share of Major Players in Ukraine OTC Drugs Market by Revenue in Percentage (%), 2009 and 2012

Figure 29: Ukraine OTC Drugs Market Future Projections by Revenue in USD Million, 2013-2017

Figure 30: Ukraine Population in Million, 2006-2017

Figure 31: Ukraine Average Annual Spending on Health Per Household in USD, 2006-2017

Figure 32: Consumer Price Index on Health in Ukraine, 2006-2012

Figure 33: The Czech Republic OTC Drugs Market Size by Revenue in USD Million, 2006-2012

Figure 34: The Czech Republic OTC Drugs Market Segmentation by Cold and Cough, Analgesics, Digestives, Vitamins and Minerals, Skin Products and Others on the Basis of Contribution in Percentage(%), 2006-2012

Figure 35: The Czech Republic OTC Drugs Market Future Projections by Revenue in USD Million, 2013-2017

Figure 36: The Czech Republic Population in Million, 2006-2017

Figure 37: Total Health Expenditure in the Czech Republic in USD Million, 2006-2017

Figure 38: Number of Pharmacies Registered with State Institute of Drug Control (SUKL) in the Czech Republic, 2006-2017

Figure 39: The Czech Republic GDP (from Production Side) in USD Million, 2006-2017

Figure 40: Romania OTC Drugs Market Size by Revenue in USD Million and Volume in Million Units, 2006-2012

Figure 41: Romania OTC Drugs Market Future Projections by Revenue in USD Million, 2013-2017

Figure 42: Romania Population in Million, 2006-2017

Figure 43: Consumer Expenditure on Health in Romania in USD, 2006-2017

Figure 44: Number of Pharmacies and Pharmaceutical Points in Romania, 2006-2017

Figure 45: Distribution Channels of OTC Drugs in Hungary on the Basis of Contribution in Percentage (%), 2012

Figure 46: Pharmacy Sales of OTC Products in Hungary by Revenue Contribution in Percentage (%), 2012

Figure 47: Market Share of Leading Players in Hungary OTC Drugs Market in Percentage (%), 2012

## List Of Tables

### LIST OF TABLES

Table 1: Central and Eastern Europe OTC Drugs Market Segmentation by Cold and Cough, Digestives, Analgesics, Skin Products, Vitamins and Minerals and Others on the Basis of Revenue in USD Million, 2006-2012

Table 2: Central and Eastern Europe OTC Drugs Market Segmentation by Geography on the Basis of Revenue in USD Million, 2006-2012

Table 3: Central and Eastern Europe OTC Drugs Market Future Projections by Geography on the Basis of Contribution in Percentage (%), 2013-2017

Table 4: Central and Eastern Europe OTC Drugs Market Future Projections by Geography on the Basis of Revenue in USD Million. 2013-2017

Table 5: Cause and Effect Relationship Analysis between Industry Factors and Expected Prospects of Central and Eastern Europe OTC Drugs Industry

Table 6: Russia OTC Drugs Market Segmentation by Cold and Cough, Digestives, Analgesics, Skin Products, Vitamins and Minerals and Others on the Basis of Revenue in USD Million, 2006-2012

Table 7: Number of Deaths in Russia due to Types of Diseases, 2007-2011

Table 8: Russia OTC Drug Sales by Regions on the Basis of Contribution in Percentage (%), 2012

Table 9: Top 10 OTC Drugs Sold by Pharmstandard in Russia by Volume in Million Packs and Sales Value in USD Million, 9M2013

Table 10: Difference between Narcotic and Non-Narcotic Analgesics Available in the Market

Table 11: Dosage of Nurofen for Children by Age, Quantity and Frequency of Dosage in a Day

Table 12: Competitive Landscape of Major Players in OTC Drugs Market in Russia

Table 13: Product Pipeline of Pharmstandard by Product, Group, Therapeutic Segment and Planned Launch, 2013

Table 14: Consumer Price Index on Medicines in Russia, 2010-2012

Table 15: Poland OTC Drugs Market Segmentation by Cold and Cough, Analgesics, Vitamins and Minerals, Digestives, Skin Products and Others on the Basis of Revenue in USD Million, 2006-2012

Table 16: Pharmacy Distribution Market in Poland by Sales Revenue in USD Million, 2006-2012

Table 17: Market Share of Leading Players in OTC Drugs Market in Poland, 2011-2012

Table 18: Competitive Landscape of Major Players in OTC Drugs Market in Poland

Table 19: Ukraine OTC Drugs Market Segmentation by Analgesics, Cold and Cough,

Digestives, Skin Products, Vitamins and Minerals and Others on the Basis of Revenue in USD Million, 2006-2012

Table 20: Competitive Landscape of Major Players in Ukraine OTC Drugs Market

Table 21: Offer List of OTC Drugs in the Czech Republic by Name of the Supplement Drug and Approximate Price in CZK, 2013

Table 22: The Czech Republic OTC Drugs Market Segmentation by Cold and Cough, Analgesics, Vitamins and Minerals, Digestives, Skin Products and Others on the Basis of Revenue in USD Million, 2006-2012

Table 23: Competitive Landscape of Leading Players in OTC Drugs Market in the Czech Republic

Table 24: Inspections of the Czech Republic Pharmacies by Category, 2012

Table 25: Number of Pharmacies of Top 5 Pharmacy Chains in Romania, 2011

Table 26: Romania OTC Drugs Market Segmentation by Cold and Cough, Digestives, Vitamin and Minerals, Analgesics/ Antipyretics, Skin Products and Others on the Basis of Contribution in Percentage(%), 2006-2012

Table 27: Romania OTC Drugs Market Segmentation by Cold and Cough, Digestives, Vitamin and Minerals, Analgesics/ Antipyretics, Skin Products and Others on the Basis of Revenue in USD Million, 2006-2012

Table 28: Revenues of Top 10 Pharmaceutical Companies in Romania on OTC Cold and Flu Drugs Market, 2012

Table 29: Hungary OTC Drugs Market Size and Segmentation by Cold and Cough, Analgesics, Digestives, Skin Products, Vitamins and Minerals and Others on the Basis of Revenue in USD Million, 2006-2012

Table 30: Pharmacies Permitted to Sell OTC Drugs Online in Hungary, 2013

Table 31: Total Net Profit of Pharmacies in Hungary in USD Million, 2008-2011

Table 32: Number of Pharmacies in Hungary which made losses and Share of Pharmacies which made losses (%) as a proportion of the total number of pharmacies, 2008-2011

Table 33: Number of Advertisements and Amount Spent by Pharmaceutical Companies on Advertising in 88 medical Journals in Hungary in USD, 2010

Table 34: Number of Advertisements and Amount Spent by Pharmaceutical Companies on Advertising in 88 medical Journals in Hungary in USD, 2011

Table 35: Number of Pharmacies in Hungary by Change in Percentage (%) Base and Average Margin, 2006-2010

Table 36: Leading Players in Different OTC Product Categories in Hungary by Brands

Table 37: Hungary OTC Drugs Market Future Projections by Revenue in USD Million, 2013-2017

Table 38: Slovakia OTC Drugs Market Size and Segmentation by Cold and Cough, Vitamins and Minerals, Digestives, Analgesics, Skin Products and Others on the Basis



of Revenue in USD Million, 2006-2012

Table 39: Consumption of Top 10 OTC Medications in Slovakia by Pharmaceutical Form, Manufacturer and Number of Packages Issued, 1Q2013

Table 40: Slovakia OTC Drugs Market Future Projections by Revenue in USD Million, 2013-2017

Table 41: Top 10 OTC Drugs in Bulgaria on the Basis of Units Sold in Million, 2008-2009

Table 42: Bulgaria OTC Drugs Market Size and Segmentation by Cold and Cough, Analgesics, Digestives, Skin Products, Vitamins and Minerals and Others on the Basis of Revenue in USD Million, 2006-2012

Table 43: Significant price reductions (BGN) after official investigation by the Pricing and Reimbursement Committee in Bulgaria, October 2012

Table 44: Price reductions (BGN) after official investigation by the Pricing and Reimbursement Committee in Bulgaria, 2012

Table 45: Bulgaria OTC Drugs Market Future Projections by Revenue in USD Million, 2013-2017

Table 46: Correlation Matrix of Poland OTC Drugs Industry

Table 47: Regression Coefficients Output of Poland OTC Drugs Market

## I would like to order

Product name: Central and Eastern Europe OTC Drugs Industry Outlook to 2017- Expanding Access to Distribution Channels to Lead Sales Growth

Product link: <https://marketpublishers.com/r/C7B480B200AEN.html>

Price: US\$ 1,300.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/C7B480B200AEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970

