

Research Report of the Third Terminal Market of Chinese Medicines, 2009

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Abstracts

The medicine terminals refer to the places where the consumers face the medicines directly, realize the exchange between currencies and medicines and the last step for the medicines to circulate from the manufacturers to the consumers. Among the various circulation steps, the medicine terminals are the place for the manufacturers to realize the medicine sales.

The definition of the third terminal market is different from the first terminal market and the second terminal market. The first terminal market refers to the medicine sales in the hospitals; the second terminal market refers to the medicine sales in the OTC market, and the third terminal market refers to the medical service centers in the city communities, the town and countryside hospitals, private clinics in the countryside and the small medicine stores etc.

The major distribution areas of the third terminal market of Chinese medicines are the countryside and the resident areas in some towns, such as the clinics in the communities and countryside, health rooms of the enterprises and schools, rural doctors and the individual stores. With the extension of the market, the concept of the third terminal market is also extended.

The major medicine form in the third terminal market is the common medicine at low and medium prices or the medicine at high price because of the advertisement costs. There is no fierce competition in the medicines of the third terminal market, which is mainly purchased by the clinics, health rooms and pharmacies. These medicines do not take part in the public bidding, most of which are obtained in the medicine wholesales market. Although the procurement volumes are small in each time, yet most take the cash transaction and settlement, low in ventures.

The consumers of the third terminal market have high loyalty on the medicine brands; buy a kind of medicine successively for long time and uneasy to change brands. They have strong trust on the medicine advertisements, especially the strong media. The consumers do not have strong independent sense to choose the medicines for the first time and they mainly choose the medicines depending on the recommendations from the rural doctors and staff of the pharmacies. The consumers are sensitive to the medicine prices and effectiveness. In general, the consumers' purchase power in the third terminal market shows the increasing tendency.

With the increasing demands for the medicines in Chinese market, the scale of the third terminal market of Chinese medicines had reached 6 billion USD, which had kept rising. Owing to the competitions between the first terminal market and the second terminal market becoming a flash point day by day, the third terminal market will gradually become the place of vital importance for the medicine manufacturers and medicine circulation enterprises.

Meanwhile, China Research and Intelligence obtained abundant first-hand information about the third terminal market of Chinese medicines through interviews and investigations. More following information can be obtained in this report:

- Present Development Situation of Chinese Medicine Circulation Industry
- Present Development Situation of the Third Terminal Market of Chinese Medicines
- Factors affecting the Development of the Third Terminal Market of Chinese Medicines
- Target Consumers' Behaviors of the Third Terminal Market of Chinese Medicines
- Development Trends of the Third Terminal Market of Chinese Medicines
- Major Enterprises and Their Operation of the Third Terminal Market of Chinese Medicine

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