

OTC MARKET IN POLAND

Market analysis and development forecasts
for 2021-2026

2021

IN THE REPORT:

- **Extensive analysis with growth forecasts to 2026 for the entire OTC market, including:** OTC drugs, dietary supplements, pharmacy sales, non-pharmacy sales
- **Extensive database** of OTC market data
- **Characteristics of product distribution** channels
- **Consumer and producer segment trends** influencing the market situation and development
- Examples of changes in the **Rx-OTC and OTC-Rx** switch over the last few years
- List of **best-selling OTC drugs** and dietary supplements
- Detailed **profiles of major players** on the market

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WHY IT'S WORTH IT:

- The only such report in Poland. 16 years of experience and analysis of the OTC market.
- Expert assessment of the impact of events and trends on the market until 2026
- Detailed forecasts prepared taking into account the coronavirus epidemic
- Results of PMR consumer survey