

ONLINE OTC PRODUCTS MARKET IN POLAND

2021

Market analysis and development forecasts for 2021-2026

IN THE REPORT:

- Estimates and forecasts of **the total value of the online market for OTC products**
- **Key events and trends**, past and expected, with PMR analysts' **assessment of their impact on market value**
- Expanded **profile of consumers buying drugs online, segmentation of OTC drug buyers** in the internet
- **Price flexibility** of selected dietary supplements and dermocosmetics
- Scale of **unplanned purchases** when buying OTC over the internet
- **Leading internet pharmacies and shops**

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WHY IT'S WORTH IT:

- Profiles of people buying drugs, dermocosmetics and dietary supplements in the internet
- Segmentation of buyers of dietary supplements and dermocosmetics in the internet
- Most popular brands and categories bought online
- Types of pick-up of OTC products ordered online