



# OTC MARKET IN POLAND 2022

MARKET ANALYSIS AND DEVELOPMENT  
FORECASTS FOR 2022-2027





# About the report

**The aim of the report** is a **comprehensive analysis of the** OTC market in Poland and presentation of forecasts for its development.

**The scope of the report** covers the market size expressed in terms of gross sales value.

The report presents, in **particular**, information on:

- the **size** of the OTC market: value of sales of offline stores and pharmacies as well as entities operating on the internet: online pharmacies and online stores (in the case of dietary supplements)
- the **size of sales of selected OTC categories in different distribution channels:** offline stores and pharmacies, entities operating online
- development forecasts** for the market and its distribution channels (offline stores and pharmacies, online stores, online pharmacies) for 2022-2027, together with an analysis of the key factors that will have impact on the market during the forecast period
- market conditions and long-term trends
- consumer behaviour**, also regarding the frequency and places of making purchases: trends, characteristics of shoppers, recent changes in their behaviour, purchase plans for particular categories, factors decisive in selecting a given sales channel, situations in which OTC drugs and dietary supplements are purchased.

All calculations and forecasts in the report have been prepared taking into account current trends and events, including inflation for the analysed products, the war in Ukraine and migration to Poland.



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# About PMR



- 25 YEARS' EXPERIENCE
- UNIQUE MARKET DEVELOPMENT FORECASTS
- MULTIDISCIPLINARY TEAM

**PMR** is one of the **leading research and analysis companies** in Poland.

We offer industry reports and market research and forecasting services in Poland and Central and Eastern European countries.

We specialise in the **pharmaceutical & healthcare, IT & telecommunications, construction** and **retail industries**.

We calculate **the size of the markets** and **prepare their development forecasts**.

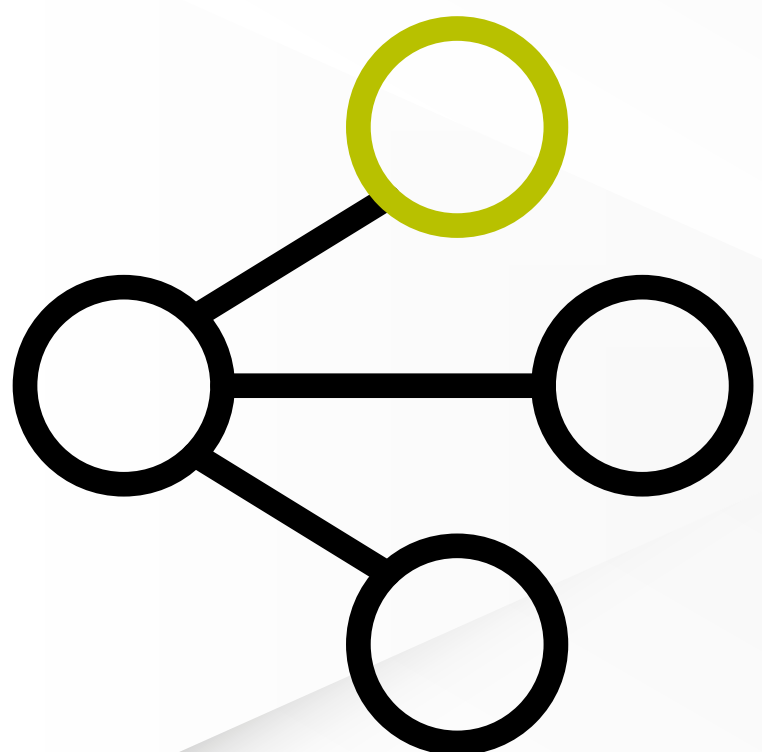
In order to obtain accurate information, we **cross refer data** from primary and secondary sources. This, combined with our more than 25 years' experience, allows us to achieve a unique precision of results.

Our method is useful in studying niche market segments that are difficult to analyse using the standard methods.

We provide **unique market development forecasts** taking into account economic, technological and social perspectives. We identify the main trends and events driving market changes in the short and long term.

Our **multidisciplinary team** consists of sociologists, economists, econometricians, and qualitative and quantitative researchers.

**We have a comprehensive outlook on the markets and thus provide companies with information necessary for strategic planning of their operations.**





# Details about the report

## Main objective

A **comprehensive analysis** of the OTC market in Poland and presentation of **forecasts for its development**.

## Additional objectives include identifying:

- **growth prospects for places where** OTC products are sold
- the **size of sales of various OTC categories** (in pharmacies, stores and online) and factors influencing their development
- **characteristics of patients** buying OTC products
- **trends** regarding product categories that are chosen, changes in such trends and criteria of selecting where these categories are purchased
- **plans for purchasing individual product categories**.

**Time span:** ..... 2018-2022

**Forecast period:** ..... 2022-2027

**Geographic coverage:** ..... Poland

## Material scope of the report:

By **therapeutic category** – a dozen or so most interesting categories:

1. Drugs and other gastric preparations: for digestion, heartburn, etc.
2. Liver products
3. Probiotics
4. Multivitamin, vitamin and mineral supplements
5. Vitamin D
6. Magnesium, including combined with vitamin B6 and potassium
7. Cold products
8. Sore throat and hoarseness lozenges
9. Omega fatty acids and fish oils
10. Analgesics
11. Preparations supporting joints, bones and muscles
12. Preparations used to support the nervous system (sleeping pills, sedatives, antidepressants)
13. Preparations used to improve the urinary tract function
14. Preparations improving the condition of hair, skin and nails
15. Eye drops
16. Plasters
17. Infant formula
18. CBD-based products



# Details about the report

## By **place of sale:**

- Offline stores
- Offline pharmacies
- Internet (online pharmacies and stores)

## By **product status:**

- OTC drugs
- Dietary supplements:
- Other products (in selected categories)

## **Subject matter of the report**

- **the size of the OTC market:** value of sales of offline stores and pharmacies as well as entities operating on the internet: online pharmacies and online stores (in the case of dietary supplements)
- **the size of sales of selected OTC categories in different distribution channels:** offline stores and pharmacies, entities operating online

- **development forecasts** for the market and its distribution channels (offline stores and pharmacies, online stores, online pharmacies) for 2022-2027, together with an analysis of key factors that will have impact on the market during the forecast period

## **Consumer/patient characteristics**

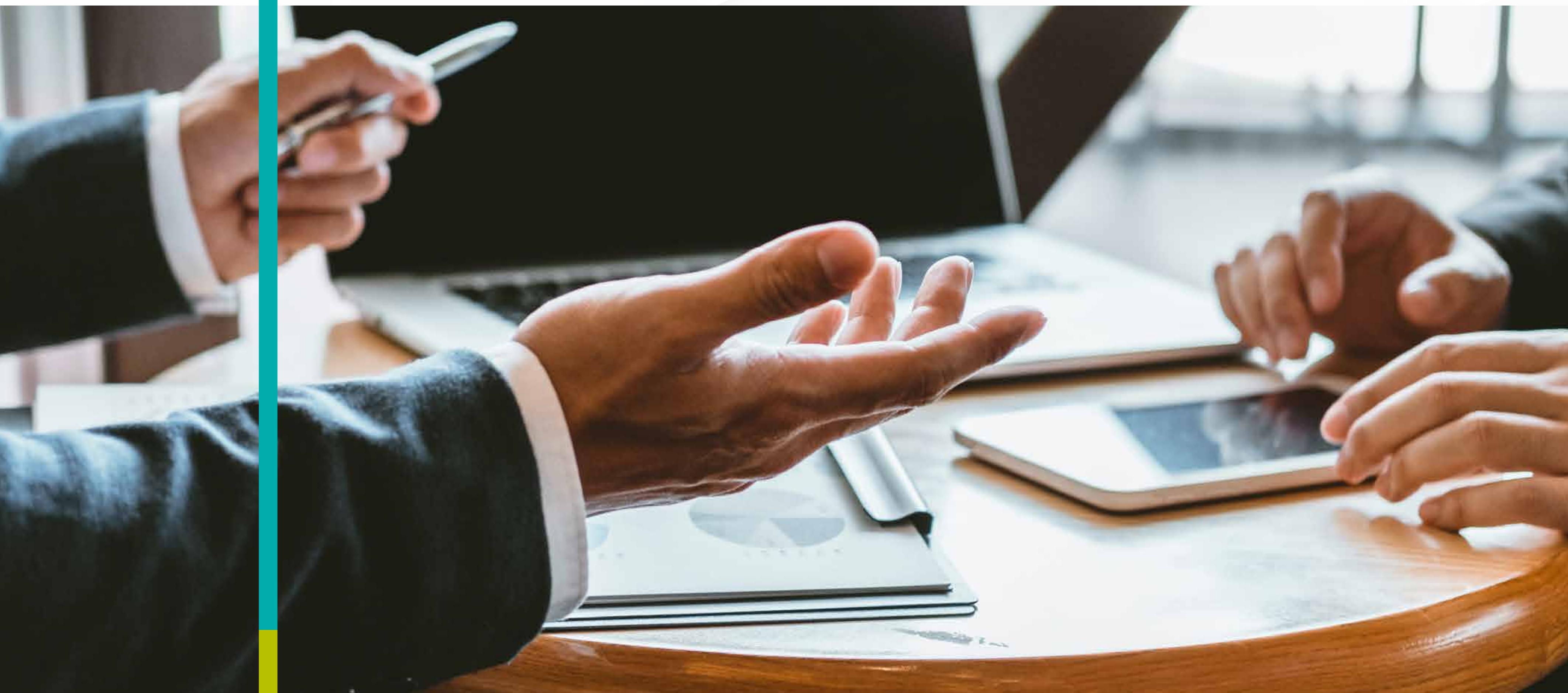
- frequency of purchases by product category and demographic characteristics of the shoppers
- changes in consumer behaviour as a result of current market trends, e.g. inflation – how much purchases of OTC drugs and dietary supplements are given up
- plans for purchasing individual product categories
- situations in which individual categories are bought (on impulse/planned purchases)
- changes in package size (reasons for such changes)
- for whom particular groups of drugs are purchased
- groups of products that are purchased together

## **Distribution**

- frequency and places of making purchases: trend analysis
- factors decisive in selecting individual sales outlets
- most popular places to shop (pharmacy chains vs individual pharmacies, retail and health and beauty store chains)







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