



# ONLINE OTC PRODUCTS MARKET IN POLAND 2023

MARKET ANALYSIS AND DEVELOPMENT FORECASTS FOR 2023-2028

IMPACT OF INFLATION AND WAR IN UKRAINE





# About the report

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

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

The report contains **in particular** information on:

- **size** of the online OTC products market: sales value of internet stores and online pharmacies
- **development forecasts** for the market and its distribution channels (intranet stores and online pharmacies) for 2023-2028
- **development forecasts** for online sales of dietary supplements and dermocosmetics
- most important factors that will have impact on the market in the forecast period
- demand-side, supply-side, technological, macroeconomic and demographic trends, along with an analytical discussion of their impact on the online OTC products market
- impact of legal changes on the online market of OTC products
- **consumer behaviour**: trends based on PMR's survey conducted since 2016, characteristics of online shoppers for OTC products, most frequently purchased OTC categories and brands, recent changes in behaviour, selection factors, price flexibility, etc.
- **key players** in the online OTC products market

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.



[MORE ABOUT THE REPORT](#)

[MORE ABOUT PMR](#)





# 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, construction, retail industries, and IT & telecommunications**.

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

To conduct a **comprehensive analysis** of the online market of OTC products in Poland and to present **its development forecast**.

## Additional objectives are:

- **to define development prospects for places** where OTC products are sold online
- to identify **characteristics of patients** buying OTC drugs, dietary supplements and dermocosmetics on the internet, together with the analysis of changes over time
- to discover **trends** regarding product categories that are chosen, changes in such trends and criteria of selecting where these product categories are purchased
- **value share of most important categories** of dermocosmetics and dietary supplements purchased online
- **main players** in the online OTC products market: online stores and pharmacies

**Time span:**..... 2017-2022

**Forecast period:**..... 2023-2028

**Geographic coverage:**..... Polska

## Subject matter

By **place of sale:**

- stores operating online
- online pharmacies

By **product status:**

- OTC drugs
- dietary supplements
- dermocosmetics

## Scope of the report

- **size** of the OTC e-commerce
- **development forecasts**
- **consumer characteristics and behaviour**
- **major players** – distributors



# Details about the report

## Consumer/patient characteristics

- frequency of online purchases, by product category and demographic characteristics of the shoppers
- changes in consumer behaviour as a result of current market trends, e.g. inflation
- criteria for selecting OTC products on the internet
- segmentation of online shoppers for OTC products
- most frequently purchased categories of OTC drugs, supplements and dermocosmetics
- most frequently purchased brands of supplements and dermocosmetics
- pickup methods for OTC products ordered over the internet (mail order vs in-store collection)
- price flexibility for selected products
- need to seek advice from a pharmacist when purchasing medicines, food supplements, dermocosmetics
- size of unplanned purchases when purchasing OTC products online

## Distribution

- frequency and places of making purchases: trend analysis
- most popular places to shop (pharmacy chains vs individual pharmacies, retail and health and beauty store chains)
- most popular online pharmacies and stores (also by product status)
- profiles of major players







Królewska 57  
30-081 Kraków



+48 12 340 51 30



[sales@pmrcorporate.com](mailto:sales@pmrcorporate.com)  
[www.pmrmarketexperts.com](http://www.pmrmarketexperts.com)



**PMR** | MARKET  
EXPERTS

## Contact us



### **Joanna Kaim**

Business Development Manager

[joanna.kaim@pmrcorporate.com](mailto:joanna.kaim@pmrcorporate.com)

tel.: +48 609 128 202