

## PHARMACY MARKET AFTER 13 DAYS OF JANUARY

**Compared to the same period of 2018**, the sell-out value increased in the first 13 days of January 2019 in the following surveyed market segments:

- Rx: +1,3%
- OTC: +4,1%
- Food supplements: +4,1%
- Cosmetics: +3,3%

The following market segments fell:

- Homeopathy: -5,9%
- Herbs: -5,8%

The market as a whole grew by 2,5% in the surveyed period.

**In comparison to the same period of December 2018** the entire market fell by 8,9%. Most of the segments tracked by PEX PharmaSequence fell as well:

- Rx: -13,1%
- OTC: -0,1%
- Food supplements: -4,1%
- Cosmetics: -15,8%
- Homeopathy: -6,1%

Only one of the tracked segment grew:

- Herbs: +2,4%

Number of days off in researched periods:

- January 2019 – 5
- January 2018 – 4
- December 2018 – 4

**Source:** PEX PharmaSequence (formerly: PharmaExpert and Sequence) daily market monitoring, data available for each SKU, brand, segment and market. Retail prices, sales to patients.