

PHARMACY MARKET AFTER 16 DAYS OF DECEMBER

Compared to the same period of 2017, the sell-out value increased in the first 16 days of December 2018 in the following surveyed market segments:

- Rx: +2,2%
- OTC: +8,2%
- Food supplements: +9,2%
- Cosmetics: +8%

The following market segments fell:

- Homeopathy: -0,4%
- Herbs: -1,3%

The market as a whole grew by 4,8% in the surveyed period.

In comparison to the same period of November 2018 the entire market grew by 6,2%. All segments tracked by PEX PharmaSequence grew as well:

- Rx: +5,6%
- OTC: +7,3%
- Food supplements: +4,5%
- Cosmetics: +13,5%
- Homeopathy: +9,8%
- Herbs: +1,7%

Number of days off in researched periods:

- December 2018 – 6
- December 2017 – 5
- November 2018 – 5

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