

PHARMACY MARKET AFTER 18 DAYS OF NOVEMBER

Compared to the same period of 2017, the sell-out value increased in the first 18 days of November 2018 in the following surveyed market segments:

- OTC: +2,7%
- Food supplements: +2,1%
- Cosmetics: +2,3%

The following market segments fell:

- Rx: -3,3%
- Homeopathy: -5,6%
- Herbs: -3,9%

The market as a whole fell by 0,8% in the surveyed period.

In comparison to the same period of October 2018 the entire market fell by 13,6%. All segments tracked by PEX PharmaSequence fell:

- Rx: -15,5%
- OTC: -12%
- Food supplements: -9,5%
- Cosmetics: -8,5%
- Homeopathy: -12,4%
- Herbs: -4,3%

Number of days off in researched periods:

- November 2018 – 8
- November 2017 – 6
- October 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.