

PHARMACY MARKET AFTER 21 DAYS OF OCTOBER

Compared to the same period of 2017, the sell-out value increased in the first 21 days of October 2018 in the following surveyed market segments:

- Rx: +5,5%
- OTC: +6,8%
- Food supplements: +7,2%
- Cosmetics: +9%
- Herbs: +1,4%

The following market segments fell:

- Homeopathy: -3,4%

The market as a whole grew by 6,4% in the surveyed period.

In comparison to the same period of September 2018 the entire market grew by 3,5%. The following segments tracked by PEX PharmaSequence grew:

- Rx: +3,4%
- OTC: +5,4%
- Food supplements: +4%
- Homeopathy: +7,4%
- Herbs: +4,3%

Only one segment fell:

- Cosmetics: -1%

Number of days off in researched periods:

- October 2018 – 6
- October 2017 – 6
- September 2018 – 6

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