



# ONLINE NON-PRESCRIPTION PRODUCTS MARKET IN POLAND 2024

MARKET ANALYSIS AND DEVELOPMENT  
FORECASTS FOR 2024-2029



### **Main objective:**

presentation of a comprehensive overview of the online non-prescription products market, including a breakdown by sales channel and product status

### **Additional objectives:**

the specific objectives of the research and analysis carried out for the report were to identify:

- sales channels for the online non-prescription products market and their development forecasts
- key macroeconomic, demographic, demand-side, supply-side, legal and technological factors and trends affecting the online non-prescription products market
- sales value of non-prescription products sold online, by status
- consumer behaviour when buying non-prescription products online

### **What can be found in the report?**

- market value in 2020-2023
- market structure in 2020-2023, by sales channel
- sales structure in 2020-2023, by product status and broken down into sales channels
- macroeconomic, demographic, demand-side, supply-side, technological and legal factors affecting the market
- online and offline purchases of non-prescription products by Poles within the last year
- main places to purchase non-prescription products
- profile of individual non-prescription products buyers, by product status
- major players in the market – online stores and pharmacies
- forecasts up to 2029



**TIME SPAN:** 2020-2023

**FORECAST HORIZON:** 2024-2029

**GEOGRAPHIC COVERAGE:** Poland

## SUBJECT MATTER

- market value
- structure of the total market value, by product status
- structure of the total market value, by sales channel
- forecasts for:
  - the entire market
  - sales channels
  - products by status

## SCOPE

### Sales channels:

- online pharmacies
- online stores
- e-commerce platforms/online marketplace

### Product status:

- OTC drugs
- dietary supplements
- dermocosmetics
- other, including medical devices



## FORECASTS

For the report, long-term market development forecasts have been prepared using econometric models and historical time series.

In addition to projections for the market value and sales channels, the report also features **forecasts for 2024-2029** for selected demographic and macroeconomic indicators which influence the online non-prescription products market, including:

- GDP per capita and GDP real growth rate
- overall inflation and non-prescription products price inflation
- average annual LFS unemployment rate and real change of average monthly gross wage in Poland
- real change in disposable income of Polish households and private consumption
- number of Poland's residents and share of each demographic group

### Sales channels/places of purchase

In the report, we also present key parameters on sales channels, including:

- frequency of making purchases in different places: trend analysis
- factors decisive when selecting a particular place of purchase
- most frequently chosen places of purchase



## **SURVEY**

### **Profile of online non-prescription products buyers in Poland:**

- frequency of purchases of individual product categories and demographic characteristics of the buyers
- changes in consumer behaviour as a result of current market trends
- situations in which individual product categories are purchased (on impulse/planned purchases)
- price elasticity
- purchase path
- segmentation of online non-prescription products buyers, by product status
- most popular online pharmacies and online stores (including by product status)
- most frequently purchased categories of OTC drugs, supplements and dermocosmetics
- bestselling brands of supplements and dermocosmetics
- pickup methods for non-prescription products ordered online (mail order vs in-store collection) and payment methods.



## **Why to buy this report, i.e. what important questions it answers:**

- What is the value of the online non-prescription products market in Poland?
- What are the value of individual sales channels and projections for their development over the next five years?
- What are the main categories in the online non-prescription products market in Poland?
- What are the prevailing trends in the online non-prescription products market in Poland?
- What is the real growth rate of the online non-prescription products market in Poland?

**Together with the report, we provide the most important data in the Excel spreadsheet for individual aggregation.**





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