

Table of contents

PART A – SECTOR STUDY			
EXECUTIVE SUMMARY.....	6	4.3 Pharmacies indicators, per county (2019).....	105
INTRODUCTION.....	7	4.4 Geographical allocation of pharmacies and private clinics.....	108
1. GENERAL INFORMATION.....	9	4.5 Pharmacies networks.....	109
1.1 Industry definition.....	10	5. MARKET.....	111
1.2 Medicine definition and categories.....	11	5.1 Domestic market size of pharmacies (2009-2018).....	112
1.3 The first pharmacy in Greece.....	12	5.2 Proportional pharmacy sales structure per product category (2018).....	113
1.4 Industry general facts & figures.....	13	5.3 Market of generics in pharmacies.....	114
1.5 Industry characteristics.....	14	5.4 Gross profit margin estimates for a pharmacy.....	115
2. INSTITUTIONAL FRAMEWORK.....	15	5.5 Breakeven point calculation for a pharmacy.....	118
2.1 Greek legislation.....	18	5.6 Turnover and volume index of pharmaceutical products and cosmetics.....	119
2.2 Pharmacy operation framework.....	19	5.7 Medicine sales.....	120
2.3 Prescription.....	38	5.8 Gross Value Added in the production of basic pharmaceutical products and pharmaceutics.....	121
2.4 Pricing.....	48	5.9 Medicine trade.....	122
3. DEMAND.....	54	5.10 Structure of pharmaceuticals products' external trade (2018).....	124
3.1 Determinants of pharmacy's products demand	70	5.11 Comparative advantage of sector's exports.....	125
3.2 Analysis of selected determinants of demand...	71	5.12 Medicine's distribution chain.....	126
4. SUPPLY.....	74		
4.1 Pharmaceutical associations.....	101		
4.2 Sectors structure.....	102		

Table of contents

5.13 Major manufacturing pharmaceutical companies in Greece.....	127	6.8 Distribution of the retail drug price in Europe.....	155
5.14 Major importing pharmaceutical companies in Greece.....	129	6.9 Electronic prescription in Europe.....	156
5.15 Major private pharmaceutical wholesalers in Greece.....	131	6.10 The role of pharmacies in boosting the European health system.....	157
5.16 Major pharmaceutical associations in Greece.....	133	6.11 Digital changes and their impact on the pharmacy industry.....	161
5.17 E-pharmacy.....	135	6.12 Structure of the global pharmaceutical market (2017).....	162
5.18 Porter's five forces.....	140	6.13 The drug market in Europe.....	163
6. INTERNATIONAL MARKET.....	147	6.14 Penetration of generics in Europe.....	164
6.1 Pharmacies in Europe-General facts and figures.....	148	6.15 The market for pharmaceutical products in Europe.....	165
6.2 Structure of pharmacy's sales in European market.....	149	6.16 Market of OTC medicines in Europe.....	166
6.3 Services offered by pharmacies in Europe.....	150	6.17 The percentage of OTC medicines in the overall drug market in Europe.....	167
6.4 Number of pharmacies in the EU-28.....	151	7. CONCLUSIONS - PROSPECTS.....	168
6.5 Pharmacy chains in Europe.....	152	7.1 SWOT Analysis.....	169
6.6 Number of pharmacists in EU-28.....	153	7.2 Main Findings - Prospects.....	170
6.7 Institutional framework of pharmacies in Europe.....	154	SOURCES & BIBLIOGRAPHY.....	172
		PART B – MARKET RESEARCH FOR THE BUYER'S BEHAVIOR	178

Table of contents

Methodology.....	179
Market Research Results.....	180
Main market research findings.....	205