

Table of contents

PART A – SECTOR STUDY	6		
EXECUTIVE SUMMARY	7		
INTRODUCTION	9		
1. GENERAL INFORMATION	10		
1.1 Industry definition.....	11		
1.2 Medicine definition and categories.....	12		
1.3 The first pharmacy in Greece.....	13		
1.4 Greek pharmaceutical museum.....	14		
1.5 Industry general facts & figures.....	15		
1.6 Industry characteristics.....	16		
2. INSTITUTIONAL FRAMEWORK	18		
2.1 Greek legislation.....	19		
2.2 Pharmacy operation framework.....	35		
2.3 Prescription.....	42		
2.4 Pricing.....	46		
3. DEMAND	56		
3.1 Determinants of pharmacy’s products demand	57		
3.2 Analysis of selected determinants of demand..	61		
4. SUPPLY	94		
4.1 Pharmaceutical associations.....	95		
4.2 Sectors structure.....	96		
		4.3 Pharmacies indicators, per county (2021).....	98
		4.4 Geographical allocation of pharmacies and private clinics.....	101
		4.5 Pharmacies networks.....	102
		5. MARKET	104
		5.1 Domestic market size of pharmacies (2009-2020).....	105
		5.2 Proportional pharmacy sales structure per product category (2020).....	106
		5.3 Structure of OTC medicines per product category(2020).....	107
		5.4 Market of generics in pharmacies.....	108
		5.5 Gross profit margin estimates for a pharmacy.....	109
		5.6 Breakeven point calculation for a pharmacy.....	112
		5.7 Turnover and volume index of pharmaceutical products and cosmetics.....	113
		5.8 Medicine sales.....	114
		5.9 Medicine external trade.....	115
		5.10 Structure of pharmaceuticals products’ external trade (2020).....	117
		5.11 Comparative advantage of sector’s exports.....	118

Table of contents

5.12 Medicine’s distribution chain.....	119	6.9 The role of pharmacies in boosting the European health system.....	146
5.13 Major manufacturing pharmaceutical companies in Greece.....	120	6.10 The role of pharmacists in the fight against the Covid-19 pandemic.....	150
5.14 Major importing pharmaceutical companies in Greece.....	122	6.11 Digital changes and their impact on the pharmacy industry.....	152
5.15 Major private pharmaceutical wholesalers in Greece.....	124	6.12 Sales structure of the global pharmaceutical market (2019).....	153
5.16 Major pharmaceutical associations in Greece.....	126	6.13 Global market of OTC medicines.....	154
5.17 E-pharmacy.....	128	6.14 Penetration of generics.....	155
5.18 Porter’s five forces.....	130	6.15 Research & Development Investment.....	156
6. INTERNATIONAL MARKET.....	137	6.16 Medicines shortages.....	157
6.1 Pharmacies in Europe-General facts and figures.....	138	6.17 E-pharmacy.....	159
6.2 Number of pharmacies in the EU-27.....	139	7. CONCLUSIONS - PROSPECTS.....	162
6.3 Pharmacy density in the EU-27.....	140	7.1 SWOT Analysis.....	163
6.4 Number of pharmacists in EU-28.....	141	7.2 Main Findings - Prospects.....	164
6.5 Pharmacists density in the EU-28.....	142	SOURCES & BIBLIOGRAPHY.....	166
6.6 Spatial criteria in selected countries of Europe	143	PART B – MARKET RESEARCH FOR THE BUYER'S BEHAVIOR OF PHARMASY CLIENTS	171
6.7 Population criteria in selected countries in Europe.....	144	Methodology.....	172
6.8 Distribution of the retail drug price in Europe...	145	Market research results.....	173
		Main market research findings.....	222