

Table of contents

EXECUTIVE SUMMARY	6	4.6 Pharmacies’ networks.....	116
INTRODUCTION	8	5. MARKET	118
1. GENERAL INFORMATION	9	5.1 Domestic market size of pharmacies (2016-2025)	119
1.1 Industry definition.....	10	5.2 Pharmacy’s sales structure(%).....	120
1.2 Medicine definition and categories.....	11	5.3 Pharmacy sales’ structure per product category (%) 2025.....	121
1.3 Industry general facts & figures.....	12	5.4 Market research results.....	122
1.4 Industry characteristics.....	13	5.5 Structure of OTC (Over-The-Counter) medicines, per product category.....	123
2. INSTITUTIONAL FRAMEWORK	15	5.6 Generics market in pharmacies.....	124
2.1 Greek legislation.....	16	5.7 Gross profit margin estimation for a pharmacy.....	126
2.2 Pharmacy operation framework.....	49	5.8 Turnover break-even point calculation for a pharmacy.....	129
2.3 Prescription.....	57	5.9 Turnover and volume index of pharmaceutical products and cosmetics.....	130
2.4 Pricing.....	62	5.10 Medicine sales.....	131
3. DEMAND	73	5.11 Pharmaceutical products’ external trade.....	132
3.1 Determinants of pharmacy’s products demand	74	5.12 Structure of pharmaceuticals products’ external trade (2025).....	134
3.2 Analysis of selected determinants of demand...	78	5.13 Comparative advantage of industry’s exports.....	135
4. SUPPLY	108	5.14 Medicine’s distribution chain.....	136
4.1 Pharmaceutical associations(2026).....	109	5.15 Major manufacturing pharmaceutical companies in Greece.....	137
4.2 Industry structure.....	110		
4.3 Pharmacies’ indicators, per county (2026).....	112		
4.4 Pharmacies’ indicators, per region (2026).....	114		
4.5 Geographical allocation of pharmacies and private clinics.....	115		

Table of contents

5.16 Major importing pharmaceutical companies in Greece.....	139	6.11 Pharmacies’ role in boosting the European health system.....	168
5.17 Major private pharmaceutical wholesalers in Greece.....	141	6.12 Artificial intelligence and its impact on the pharmacy industry.....	174
5.18 Major pharmaceutical associations in Greece.....	143	6.13 Sales structure of the global pharmaceutical market (2024).....	175
5.19 E-commerce.....	145	6.14 Global market of OTC medicines.....	176
5.20 E-pharmacy.....	146	6.15 Generics’ penetration in Europe.....	177
5.21 Porter’s five forces.....	147	6.16 R&D investment.....	178
6. INTERNATIONAL MARKET	154	6.17 Medicines’ shortages.....	179
6.1 Pharmacies in Europe - General facts and figures.....	155	6.18 E-pharmacy.....	181
6.2 Number of pharmacies in EU-27.....	156	7. CONCLUSIONS - PROSPECTS	184
6.3 Pharmacy’s density in EU-27.....	157	7.1 SWOT Analysis.....	185
6.4 Number of pharmacists in EU-27.....	158	7.2 Main Findings - Prospects.....	186
6.5 Pharmacists’ density in EU-27.....	160	SOURCES & BIBLIOGRAPHY	189
6.6 Value Added Tax Rate in EU-27.....	162		
6.7 Spatial criteria in selected countries of Europe.....	163		
6.8 Population criteria in selected countries in Europe.....	164		
6.9 Pharmacies’ facts and figures in EU-27.....	165		
6.10 Medicine’s retail price allocation in Europe.....	167		