



Warsaw, February 2025

# MONTHLY REPORT – JANUARY 2025

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## TOTAL OPEN MARKET (SELL-OUT REPORT)

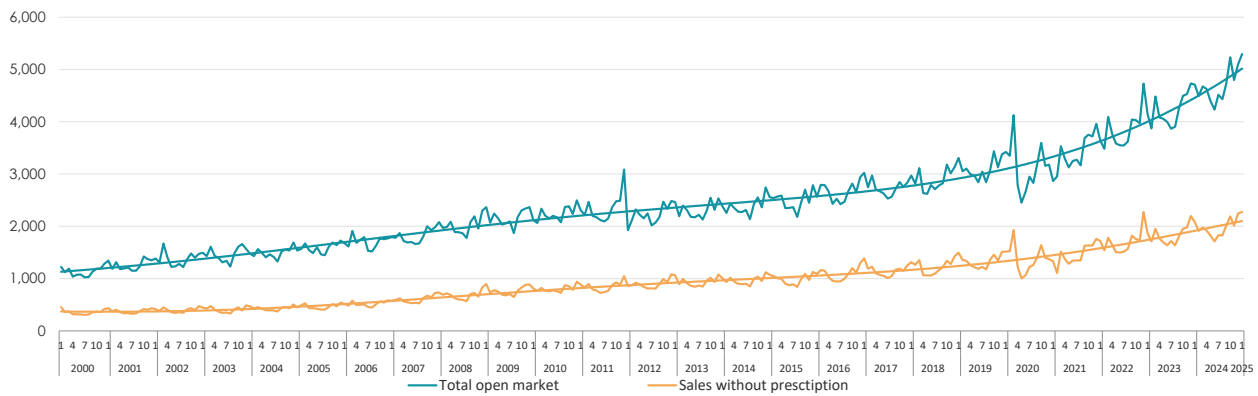
	JANUARY 2025	CHANGE IN COMPARISON TO		CUMULATIVE YTD		
		DECEMBER 2024	JANUARY 2025	JANUARY 2024	2025	CHANGE VS 2024
<b>TOTAL TURNOVER (PLN MILLION)</b>						
Total open market <sup>1</sup>	5,296	3.8%	0.0%	12.5%	5,296	12.5%
Rx reimbursed <sup>2</sup>	1,457	4.0%	0.0%	12.4%	1,457	12.4%
Rx nonreimbursed <sup>3</sup>	1,517	7.5%	0.0%	17.3%	1,517	17.3%
Non Rx products <sup>4</sup>	2,272	1.2%	0.0%	9.3%	2,272	9.3%
<b>REIMBURSEMENT</b>						
Reimbursement value (PLN million)	1,270	4.4%	0.0%	15.0%	1,270	15.0%
Reimbursement share In total turnover	24.0%	0.6%	0.0%	2.3%	24.0%	2.3%
Reimbursement share In reimbursed sales	85.5%	0.2%	0.0%	2.2%	85.5%	2.2%
<b>AVERAGE PRICE PER PACK (PLN)</b>						
Total <sup>1</sup>	32.11	2.1%	0.0%	9.1%	32.11	9.1%
For reimbursed Rx products <sup>2</sup>	34.99	1.1%	0.0%	6.1%	34.99	6.1%
For nonreimbursed Rx products <sup>3</sup>	43.10	0.2%	0.0%	10.4%	43.10	10.4%
For Non Rx products <sup>4</sup>	25.97	2.3%	0.0%	8.9%	25.97	8.9%
<b>AVERAGE MARK-UP</b>						
Total <sup>1</sup>	27.5%	8.5%	0.0%	8.4%	27.5%	8.4%
For reimbursed Rx products <sup>2</sup>	21.2%	6.6%	0.0%	4.1%	21.2%	4.1%
For nonreimbursed Rx products <sup>3</sup>	23.5%	13.9%	0.0%	8.0%	23.5%	8.0%
For Non Rx products <sup>4</sup>	31.7%	1.1%	0.0%	11.4%	31.7%	11.4%
<b>AVERAGE PHARMACY</b>						
Number of patients in pharmacies	4,900	1.2%	0.0%	2.9%	4,900	2.9%
Total turnover (PLN thousand) <sup>1</sup>	428	3.9%	0.0%	14.8%	428	14.8%
<b>TOTAL SELL-OUT (MILLION)</b>						
Total open market	174.9	-0.1%	0.0%	1.9%	174.9	1.9%
Rx reimbursed	40.5	2.4%	0.0%	5.2%	40.5	5.2%
Rx nonreimbursed	35.2	6.3%	0.0%	5.6%	35.2	5.6%
Non Rx products	98.2	-1.3%	0.0%	0.2%	98.2	0.2%

## TOTAL PHARMACY TURNOVER CUMULATIVE IN PLN MILLION

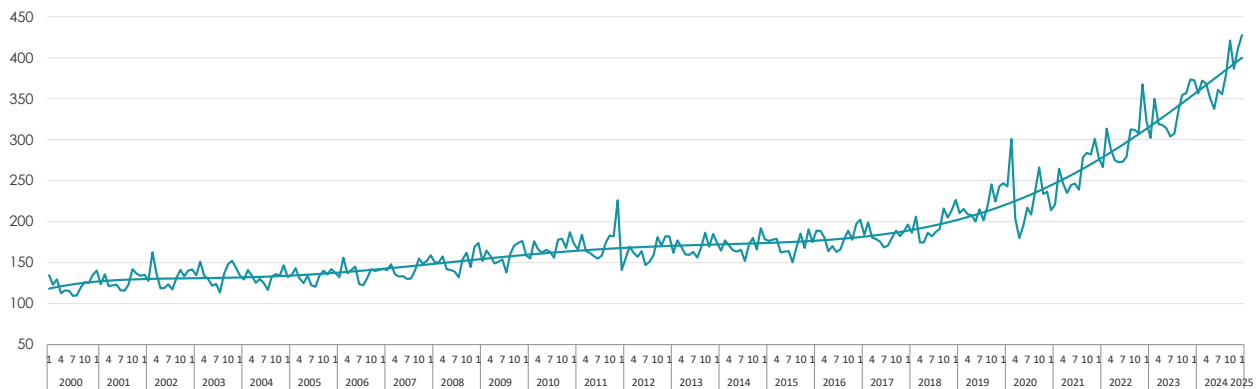
2025	PHARMACY MARKET TOTAL <sup>1</sup>		RX REIMBURSED PRESCRIPTIONS <sup>2</sup>		RX NONREIMBURSED PRESCRIPTIONS <sup>3</sup>		NON RX PRODUCTS <sup>4</sup>	
	TOTAL	CHANGE VS 2024	TOTAL	CHANGE VS 2024	TOTAL	CHANGE VS 2024	TOTAL	CHANGE VS 2024
January	5,296	12.5%	1,457	12.4%	1,517	17.3%	2,272	9.3%
February								
March								
April								
May								
June								
July								
August								
September								
October								
November								
December								

# TRENDS

## TOTAL MONTHLY PHARMACY SALES IN PLN MILLION



## TOTAL MONTHLY SALES IN AN AVERAGE PHARMACY IN PLN THOUSAND



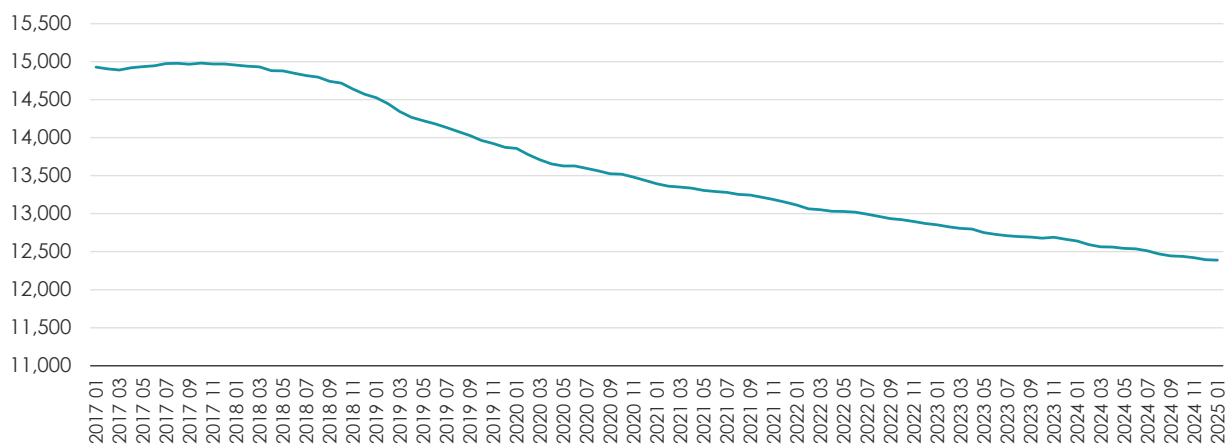
## AVERAGE PHARMACY

	JANUARY '25	YTD '2025	DECEMBER '24	CHANGE		JANUARY '24	CHANGE		YTD '2024	CHANGE	
				VALUE	%		VALUE	%		VALUE	%
<b>TOTAL TURNOVER (THOUSAND PLN)</b>											
Total open market <sup>1</sup>	427.5	427.5	411.5	16.0	3.9%	372.5	55.0	14.8%	372.5	55.0	14.8%
Rx reimbursed <sup>2</sup>	117.6	117.6	113.0	4.6	4.1%	102.5	15.1	14.7%	102.5	15.1	14.7%
Rx nonreimbursed <sup>3</sup>	122.5	122.5	113.8	8.6	7.6%	102.3	20.1	19.7%	102.3	20.1	19.7%
Non Rx products <sup>4</sup>	183.4	183.4	181.2	2.2	1.2%	164.4	19.0	11.6%	164.4	19.0	11.6%
<b>AVERAGE PRICE<sup>5</sup> PER PACK (PLN)</b>											
Total <sup>1</sup>	32.11	32.11	31.45	0.65	2.1%	29.42	2.69	9.1%	29.42	2.69	9.1%
For reimbursed Rx products <sup>2</sup>	34.99	34.99	34.61	0.38	1.1%	32.97	2.02	6.1%	32.97	2.02	6.1%
For nonreimbursed products <sup>3</sup>	43.10	43.10	43.00	0.10	0.2%	39.05	4.05	10.4%	39.05	4.05	10.4%
For Non Rx products <sup>4</sup>	25.97	25.97	25.39	0.58	2.3%	23.85	2.12	8.9%	23.85	2.12	8.9%
<b>AVERAGE MARK-UP*</b>											
Total <sup>1</sup>	27.5%	27.5%	25.3%	2.2%	8.5%	25.4%	2.1%	8.4%	25.4%	2.1%	8.4%
For reimbursed Rx products <sup>2</sup>	21.2%	21.2%	19.9%	1.3%	6.6%	20.4%	0.8%	4.1%	20.4%	0.8%	4.1%
For nonreimbursed Rx products <sup>3</sup>	23.5%	23.5%	20.7%	2.9%	13.9%	21.8%	1.7%	8.0%	21.8%	1.7%	8.0%
For Non Rx products <sup>4</sup>	31.7%	31.7%	31.3%	0.3%	1.1%	28.4%	3.2%	11.4%	28.4%	3.2%	11.4%
<b>NUMBER OF PATIENTS</b>											
Total <sup>1</sup>	4,900	4,900	4,840	60	1.2%	4,760	140	2.9%	4,760	140	2.9%
For reimbursed Rx products <sup>2</sup>	1,090	1,090	1,070	20	1.9%	1,070	20	1.9%	1,070	20	1.9%
For nonreimbursed Rx products <sup>3</sup>	1,050	1,050	990	60	6.1%	1,010	40	4.0%	1,010	40	4.0%
For Non Rx products <sup>4</sup>	3,970	3,970	3,930	40	1.0%	3,850	120	3.1%	3,850	120	3.1%
<b>NUMBER OF PHARMACIES - SUMMARY<sup>#</sup></b>											
	12,388	12,388	12,395	-7	-0.1%	12,640	-252	-2.0%	12,640	-252	-2.0%

\* Values in „Change – value“ for average mark-up in percentage points

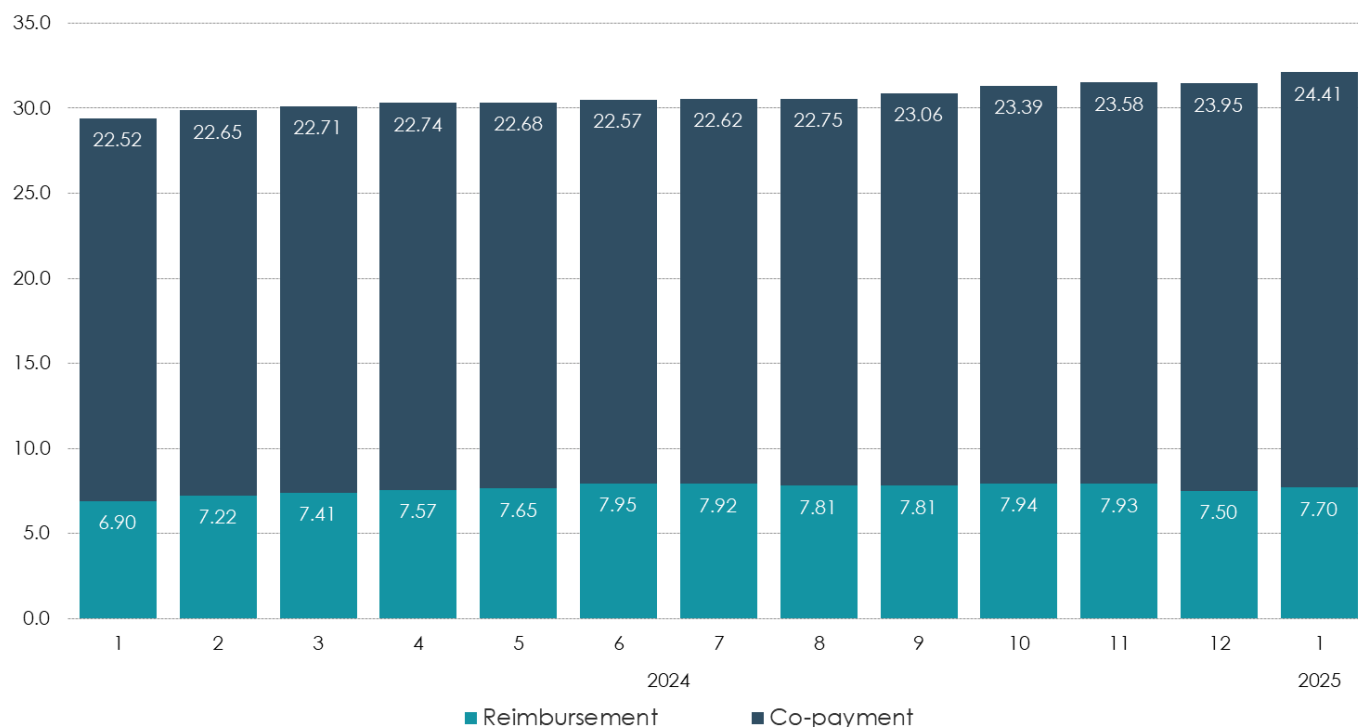
# Number of pharmacies based on PEX's analysis.

## PHARMACIES ON THE OPEN MARKET



# PRICE

## STRUCTURE OF THE AVERAGE RETAIL PRICE<sup>5</sup>



### All amounts are retail open pharmacy sales in PLN

Most important terms:

<sup>1</sup> Total open pharmacy market sales

<sup>2</sup> Total sales of Rx products covered by NHF reimbursement

<sup>3</sup> Total sales of Rx products not covered by NHF reimbursement

<sup>4</sup> Total sales of products available without prescription, including OTC medicines, food supplements, herbs, patches, medical devices, etc.

<sup>5</sup> The calculation of the average price is based on products categorized and included in the pharmacy data database operated by PEX and Kamssoft (Omnibus) – they make up 97% of the pharmacy market.

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## PEX COMMENTARY

**The pharmacy market in January 2025** saw sales go close to 5,295.9m PLN. Value of sales compared to January 2024 grew by 586.7m PLN (+12.5%). Compared to December of 2024, sales grew by approximately 195.3m PLN (+3.8%). Turnover of a statistical pharmacy in January 2025 was 427.5 thousand PLN, this was an increase by 14.8% compared to the same period in 2024.

**Compared to the same period of 2024** the value of tracked segments grew for all monitored segments. Sales based on reimbursed prescriptions grew by 160.8m PLN (+12.4%), sales based on non-reimbursed prescriptions grew by 223.7m PLN (+17.3%), the non-prescription segment grew by 194m PLN (+9.3%).

**Compared to the previous month**, the value of tracked segments grew for all monitored segments. Value of reimbursed prescriptions grew by 56.2m PLN (+4%), value of non-reimbursed RX drugs grew by 105.9m PLN (+7.5%) and value of products sold without a prescriptions grew by 26.4m PLN (+1.2%).

**The average retail drug price in January 2025** was 32.11 PLN and was 2.1% higher than the average price in the previous month, and 9.1% higher than the average price in January 2024. The average retail price of reimbursed prescription was 34.99 PLN (+6.1% vs January 2024), 43.10 PLN for non-reimbursed prescriptions (+10.4% vs January 2024) and 25.97 PLN for products sold without a prescription (+8.9% vs January 2024).

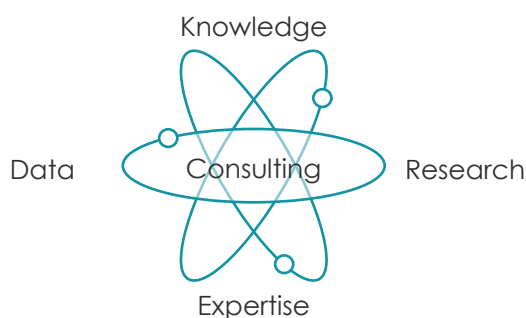
**Average pharmacy margin for all drugs in January 2025** was 27.5% and was higher by 8.4% than margin in the same period of 2024. Compared to December 2024, the average pharmacy margin was higher by 8.5%.

**Drug reimbursement by the National Health Fund in January** was in the amount 1270m PLN, 15% more than in the same period of 2024. The level of patient copayment for reimbursed drugs in January was 76%, fell by 0.1p.p. compared to previous month.

## ABOUT US

**PEX** is a Polish **consulting and research company** with its own wide-ranging resources of market data. We specialize in services for entities operating in the broadly defined healthcare market.

As a result of numerous projects, carried out over **almost 20 years** of the company's operations on the Polish market, for innovative, generic, and OTC producers, PEX PharmaSequence has gained unique expertise that allows us to provide our Clients with valuable support.



It is not without significance that our team, comprising **50+ people**, has the benefit of experience gained in service companies specializing in the pharma sector, as well as industry experience acquired in local and global pharmaceutical companies.

**Our expertise and competencies** as well as our **knowledge of the Polish pharma market** enable us to develop proposals and efficiently carry out projects, which offer added value to our Clients' business decisions.

### WE WOULD LIKE TO HEAR FROM YOU



[www.pexps.pl](http://www.pexps.pl) more info



**Ask us a question:**  
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Published on the 17th of February 2025,  
 prepared by Filip Dudkiewicz  
 based on PEX data.

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