

## **Non-prescription (OTC) medicines**

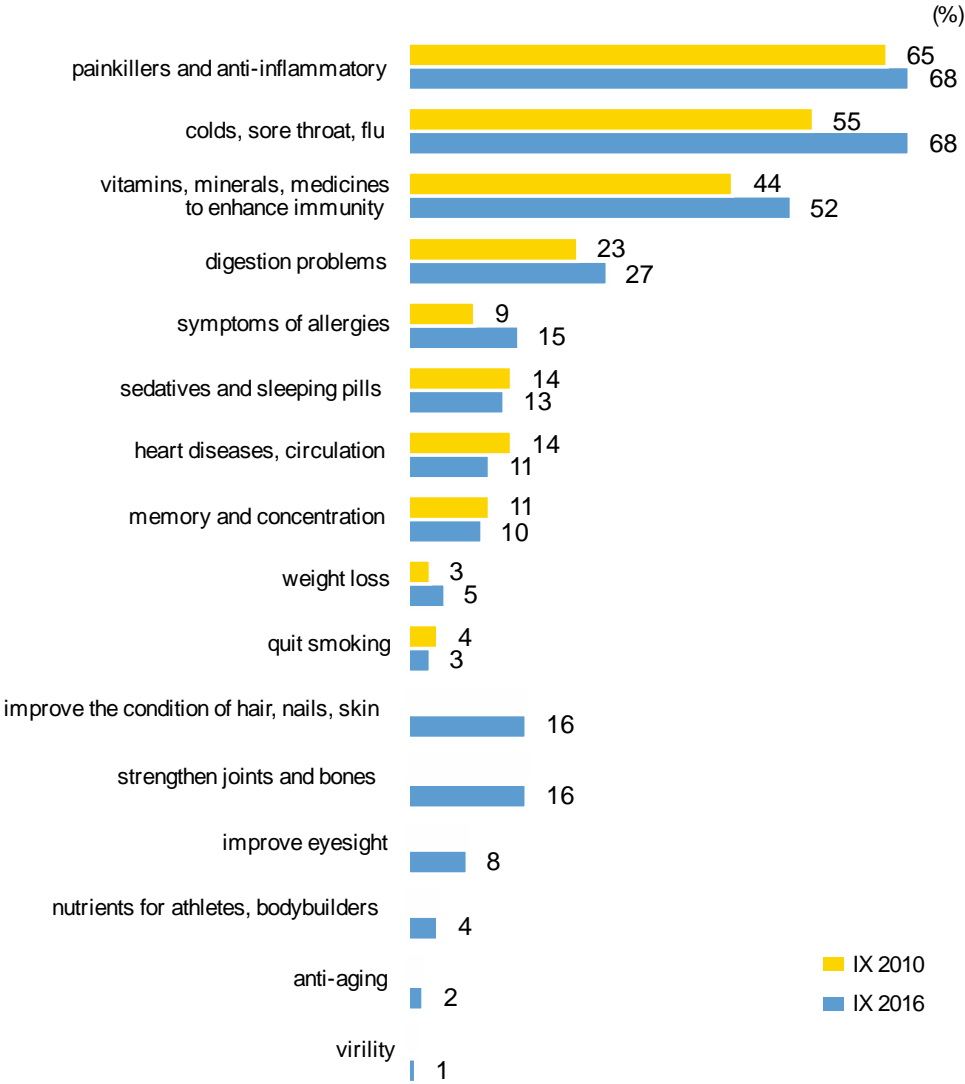
Poland is a country with a relatively high consumption of non-prescription medicines (OTC, over-the-counter medicines). Their marketing accounts for the largest share of the total advertising expenditure, which is a unique situation in Europe. In recent years, the value of the market has grown and it is predicted that in the coming years it will increase further. The consumption of dietary supplements is also high. They are considered as food, not pharmaceutical products, which makes it easier to register, market and distribute them.

During the year preceding the survey, non-prescription drugs and dietary supplements were used by nearly nine out of ten adults. Most often they were painkillers and anti-inflammatory medicines, as well as drugs used to alleviate symptoms of colds or flu. More than half of respondents used vitamins, minerals and drugs designed to improve overall immunity. Over a quarter of adults took OTC drugs to soothe digestive problems.

Comparison of current data with results from six years ago shows that, overall, consumption of non-prescription medicines and dietary supplements rose in case of some types and stayed similar in other cases. The strongest growth in popularity has been recorded in case

of drugs for colds and flu, vitamins, minerals and medicines enhancing immunity, as well as drugs alleviating symptoms of allergies.

**Use of non-prescription (OTC) medicines in 12 months prior to the survey for the following ailments/with the following effects**



More information about this topic can be found in CBOS report in Polish: "Over the Counter Medications and Dietary Supplements", November 2016. Fieldwork for national sample: September 2016, N=981. The random address sample is representative for adult population of Poland.