

Serbia

OTC Market in Serbia

According to a survey carried out by GfK among a nationally representative sample of 1,000 respondents, almost 80% of the people living in Serbia are in the habit of buying non-prescription medications (so-called OTC drugs). Still, even these medications are primarily selected on the basis of a physician's advice.

Other factors influencing decision making with respect to the purchase of an over-the-counter medication, according to the GfK survey, are prior experience with the drug or a pharmacist's recommendation. Interestingly enough, advertisements and TV commercials are of little significance to our respondents and therefore have little or no influence when it comes to their selection of OTC preparations.

On the other hand, leaflets that are normally found in pharmacies attract somewhat more attention from customers – more than one-third of the respondents say they take a closer look at the leaflets, women more often than men and persons 30 to 39 years of age more often than persons of other age groups. One in two visitors to a pharmacy who takes the time to look at a leaflet decides to buy the medication advertised.

In addition, data drawn from the survey **The OTC Market in Serbia** show that one in two citizens of Serbia goes to a pharmacy at least once a month. Pharmacies are more frequently visited by women and persons over 50 years of age. However, the percentage of the 30-39 year-olds who visit pharmacies at least once a week is higher than the percentage of their counterparts in some other age groups. With regard to regions, the survey shows that the citizens of Western Serbia are less frequent pharmacy-goers than the people living in other parts of Serbia – more than a half of them visit the pharmacy once in three months or even less often.

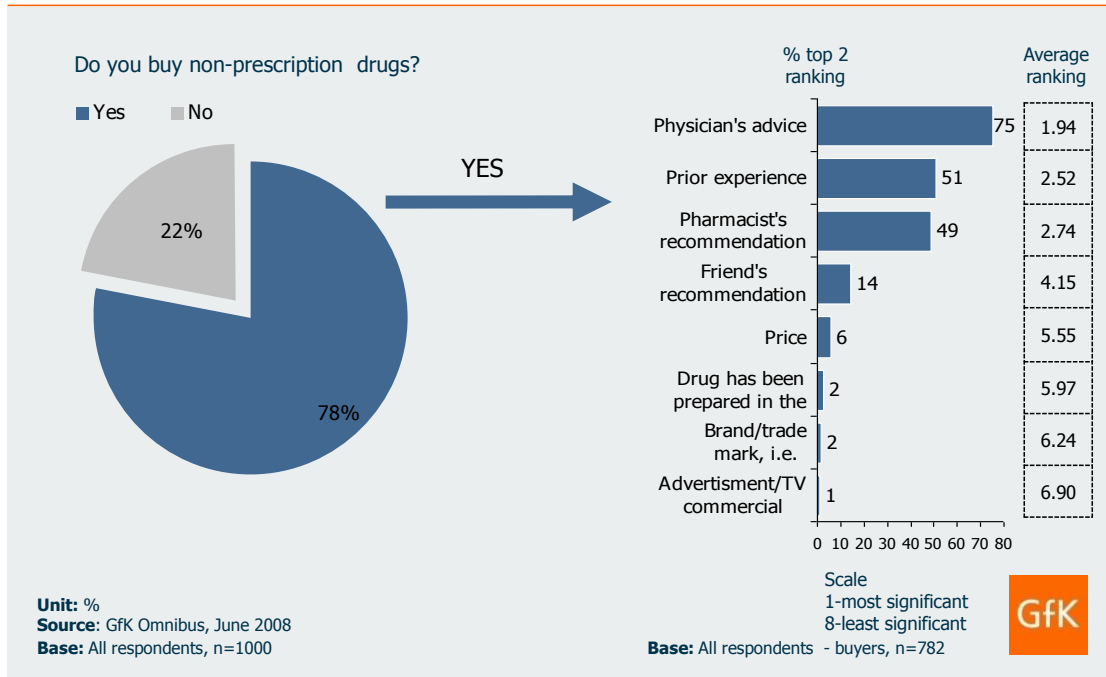
In spite of the fact that only one out of five respondents says he/she does not buy OTC medications, some of those who do (40% of our respondents) say that when minor health problems occur they prefer to use "home remedies" (tea, soup, etc.) rather than drugs.

Finally, it is interesting to note that almost 90% of our respondents say that they would buy OTC medications only in pharmacies even if such preparations could be found on the shelves of some other retail outlets.

Source: GfK Belgrade, Omnibus, June, 2008.

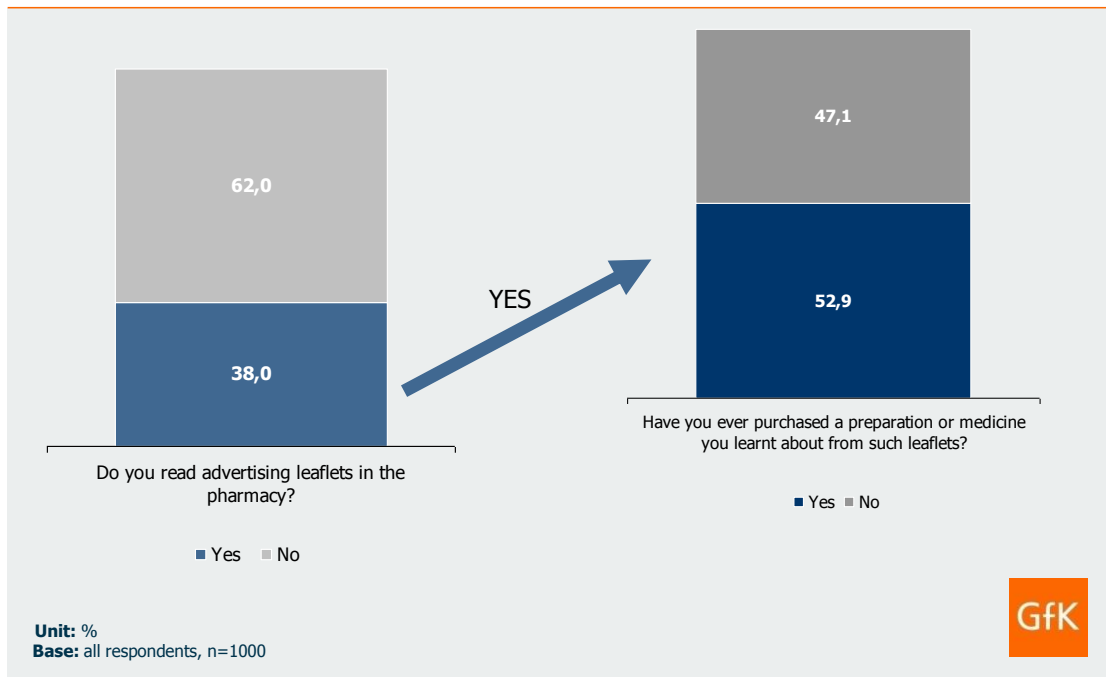
Main factors in purchasing – OTC medicines

How much do the following factors influence you when considering buying non-prescription drugs? Please rank the following eight factors in order from the most significant...



Advertising leaflets – OTC medicines

Do you pay attention to advertising leaflets available in the pharmacy?
 Have you ever purchased a preparation or medicine you learnt about from such leaflets?





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