PRESS RELEASE

The pharmaceutical market in the 1st quarter of 2024

Bucharest, May 7th, 2024

According to Pharma & Hospital Report results, Cegedim Customer Information estimates that between April 2023 and March 2024, the volume of medicines dispensed to patients in Romania was 717.4 mn units, up by 0.7% compared to April 2022-March 2023.

The total number of treatment days increased by 4.9%. Excluding drugs allocated to the cost-volume-result (CVR) and cost-volume (CV) programs, for the prescription-bound medicines in retail and hospitals, the number of treatment days increased by 4.1%.

The value of medicines dispensed to patients in Romania increased by 15.9%, to RON 31.06 bn (EUR 6.26 bn), at the wholesale price level. By isolating the impact of cost-volume-result (CVR) and cost-volume (CV) programs, the value of Rx medicines in retail pharmacies went up by 20.4% compared to the reference period, to RON 16.0 bn (EUR 3.22 bn).

Pharma & Hospital Report, a reference study for pharmaceutical market research, has been performed in Romania since 1996.

Market evolution in Volume

Channel/ Segment/ Contract	1st Quarter 2024			MAT (2024-Q1)		
	Total Units	Market Share	Variation	Total Units	Market Share	Variation
	mn	*(%)*	*(+/- %)*	*mn*	*(%)*	*(+/- %)*
Total market	**180.1**	**100.0%**	**-2.8%**	**717.4**	**100.0%**	**0.7%**
Retail	***173.1***	***96.1%***	***-2.9%***	***687.7***	***95.9%***	***0.5%***
- Rx	**103.5**	**57.5%**	**-2.4%**	**420.9**	**58.7%**	**2.6%**
Rx – w/o contract	*102.5*	*56.9%*	*-2.7%*	*417.0*	*58.1%*	*2.5%*
Rx – CVR contract	*0.0*	*0.0%*	*-30.9%*	*0.01*	*0.0%*	*-19.8%*
Rx – CV contract	*1.0*	*0.6%*	*26.0%*	*3.9*	*0.6%*	*22.0%*
- OTC	**69.6**	**38.6%**	**-3.7%**	**266.8**	**37.2%**	**-2.7%**
Hospital	***7.0***	***3.9%***	***-0.2%***	***29.7***	***4.1%***	***4.3%***

** The variation calculated for CVR and CV contracts considered the composition of these categories for the reporting period (1st quarter 2024), respectively the reference period (1st quarter 2023)*

In the 1st quarter of 2024, the total volume of the medicines dispensed to patients reached 180.1 mn units, 2.8% less compared to the 1st quarter of 2023, this tendency being generated by both retail channel (-2.9%) and hospitals (-0.2%). By segments, the Rx drugs in pharmacies decreased by 2.4%, while the OTC products (both OTC drugs and nutritional supplements) by 3.7%.

Between April 2023 and March 2024, the total volume of drugs dispensed to Romanian patients was 717.4 mn units, up by 0.7% compared to the reference period (April 2022-March 2023). The volume of prescription-based medicines (Rx) from pharmacies rose to 420.9 mn units (+2.6%) and the over-the-counter (OTC) products in pharmacies summed up to 266.8 mn units (-2.7%). The hospital segment accounted for 29.7 mn units, up by +4.3%.

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Cegedim Customer Information s.r.l. – Trade Registry No. **J40/13603/2014** – VAT No. RO **33826778**

Market evolution in Value

Channel/ Segment/ Contract	1st Quarter 2024				MAT (2024-Q1)			
	RON			EUR	RON			EUR
	Value	Market Share	*Variation*	*Value*	*Value*	Market Share	*Variation*	*Value*
	mn	*(%)*	*(%)*	*mn*	*mn*	*(%)*	*(%)*	*mn*
Total market	**8,145.1**	**100.0%**	**15.5%**	**1,637.6**	**31,056.0**	**100.0%**	**15.9%**	**6,260.0**
Retail	***6,969.8***	***85.6%***	***14.4%***	***1,401.3***	***26,582.7***	***85.6%***	***16.5%***	***5,358.3***
- Rx	**4,939.8**	**60.7%**	**18.2%**	**993.2**	**18,970.7**	**61.1%**	**19.8%**	**3,824.0**
Rx – w/o contract	*4,199.9*	*51.6%*	*18.4%*	*844.4*	*15,991.2*	*51.5%*	*20.4%*	*3,223.4*
Rx – CVR contract	*73.0*	*0.9%*	*-29.2%*	*14.7*	*481.9*	*1.6%*	*-24.2%*	*97.2*
Rx – CV contract	*666.9*	*8.2%*	*26.8%*	*134.1*	*2,497.6*	*8.0%*	*30.1%*	*503.4*
- OTC	**2,030.0**	**24.9%**	**6.1%**	**408.1**	**7,612.0**	**24.5%**	**9.0%**	**1,534.3**
Hospital	***1,175.3***	***14.4%***	***22.5%***	***236.3***	***4,473.3***	***14.4%***	***12.6%***	***901.7***

In the 1st quarter of 2024, the total value of the medicines dispensed to patients reached RON 8.15 bn, up by 15.5% compared to the same period last year, given that the medicines dispensed in retail went up by 14.4% and those in hospitals by 22.5%. Within the retail channel, Rx medicines advanced by 18.2% and OTCs by 6.1%. While the retail Rx drugs related to cost-volume contracts increased by 26.8%, in part due to the introduction of some new molecules, those for cost-volume-result contracts decreased by 29.2%. The rest of Rx medicines in retail, advanced by 18.4% compared to the 1st quarter of 2023.

Between April 2023 and March 2024, the total value of the market was RON 31.06 bn, up by 15.9%, compared to the reference period (April 2022-March 2023). Prescription-based medicines (Rx) from pharmacies reached RON 18.97 bn, up by 19.8%, over-the-counter products (OTC) from pharmacies scored RON 7.61 bn (+9.0%) and the hospital segment accounted for RON 4.47 bn (+12.6%).
Isolating the major impact of the cost-volume-result and the cost-volume programs from retail, with a total of RON 2.98 bn, the rest of the retail Rx market increased by 20.4%, up to RON 15.99 bn.

Major Therapeutic Groups – MAT (2024-Q1)

ATC1 Groups	VOLUME			AVG. PRICE	PPP VALUE		
	mn units	Market Share *(%)*	Variation *(+/- %)*	RON	mn RON	Market Share *(%)*	Variation *(+/- %)*
Total	**717.4**	**100.0%**	**0.7%**	**43.3**	**31,056.1**	**100.0%**	**15.9%**
Top ATC1 groups	**609.3**	**84.9%**	**0.2%**	**42.0**	**25,591.2**	**82.4%**	**15.8%**
L (ANTINEOPLASTIC AND IMMUNOMOD. AG.)	4.9	0.8%	8.0%	1,325.4	6,431.7	25.1%	24.8%
A (ALIMENTARY TRACT AND METABOLISM)	156.2	25.6%	1.7%	40.7	6,359.6	24.9%	14.8%
C (CARDIOVASCULAR SYSTEM)	163.3	26.8%	4.4%	22.3	3,641.3	14.2%	17.3%
N (NERVOUS SYSTEM)	109.1	17.9%	-2.4%	25.6	2,794.0	10.9%	13.9%
R (RESPIRATORY SYSTEM)	83.0	13.6%	-6.4%	30.6	2,536.7	9.9%	10.9%
J (GENERAL ANTI-INFECTIVES SYSTEMIC)	41.8	6.9%	-0.8%	55.0	2,299.6	9.0%	3.8%
M (MUSCULOSKELETAL SYSTEM)	51.1	8.4%	-0.2%	29.9	1,528.3	6.0%	13.6%
Other ATC1 groups	**108.1**	**15.1%**	**3.6%**	**50.6**	**5,464.8**	**17.6%**	**16.2%**

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Regarding the evolution of the main therapeutic groups in the last 12 months, there were increases in volume above the market average (+0.7%), for the antineoplastic and immunomodulatory drugs (+8.0%), the cardiovascular system medicines (+4.4%) and for digestive tract and metabolism drugs which went up by 1.7%. The volume of medicines for the musculoskeletal system (-0.2%), systemic anti-infectives (-0.8%), nervous system (-2.4%), and respiratory system (-6.4%) decreased compared to the reference period.
In terms of values, only antineoplastic and immunomodulators (+24.8%) and cardiovascular system drugs (+17.3%) had increases above the market average (+15.9%). All the other major therapeutic groups except the systemic anti-infectives (+3.8%), registered significant double-digit increases, but a little bit below the market average. Thus, the digestive tract and metabolism advanced by 14.8%, the nervous system drugs by 13.9%, the musculoskeletal system medicines by 13.6%, and the respiratory system medicines by 10.9%.

Top 20 Corporations by Volume

In terms of volumes, in the 1st quarter of 2024, the hierarchy remained the same, with Sun Pharma (including Terapia) in the first place with 18.2 mn units, followed by Zentiva (including Labormed and Alvogen) with 16.2 mn units and by Servier (including Egis) with 10.5 mn units.
For the last 12 months period, the structure of the top 10 corporations hasn't changed as compared to the previous quarter. Thus, the first position is occupied by Sun Pharma (including Terapia) with sales of 73.3 mn units, followed by Zentiva (including Alvogen and Labormed) with 64.6 mn units, and Servier (including Egis) with 42.3 mn units.
The top 10 players is filled up by Krka (36.2 mn units), Viatris (33.0 mn units), Sanofi (31.3 mn units), Antibiotice (26.6 mn units), Biofarm (23.6 mn units), Menarini (22.7 mn units) and Gedeon Richter (21.2 mn units).

Crt. No.	Corporation	1st Quarter 2024	MAT (2024-Q1)	
		(mn units)	*(mn units)*	*(%)*
Total market		**180.1**	**717.4**	**100.0%**
1	SUN PHARMA[1]	18.2	73.3	10.2%
2	ZENTIVA[2]	16.2	64.6	9.0%
3	SERVIER[3]	10.5	42.3	5.9%
4	KRKA D.D.	8.3	36.2	5.0%
5	VIATRIS[4]	8.3	33.0	4.6%
6	SANOFI	7.5	31.3	4.4%
7	ANTIBIOTICE	6.2	26.6	3.7%
8	BIOFARM	5.6	23.6	3.3%
9	MENARINI	5.4	22.7	3.2%
10	GEDEON RICHTER	5.1	21.2	2.9%
Top 10 Subtotal		**91.3**	**374.8**	**52.3%**
11	HALEON	5.5	19.2	2.7%
12	RECKITT BENCKISER	4.4	16.5	2.3%
13	SANDOZ	3.8	14.4	2.0%
14	TEVA	2.8	12.1	1.7%
15	MERCK KGaA	3.2	12.1	1.7%
16	DR. MAX PHARMA	3.5	11.1	1.5%
17	GLAXOSMITHKLINE	2.6	10.8	1.5%
18	NATUR PRODUKT ZDROVIT	2.6	10.5	1.5%
19	DR. REDDY'S LAB.	2.4	9.2	1.3%
20	BAYER AG	2.2	9.1	1.3%
Top 20 Subtotal		**124.2**	**499.8**	**69.7%**

Top 20 Corporations by Value

In terms of values, in the 1st quarter of 2024, there is a change in the hierarchy, with AstraZeneca (RON 395.6) taking the first place, followed by SunPharma (including Terapia) with RON 373.5 mn, and by Sanofi RON 360.0 mn.
Over the last 12 months, the top three corporations by value has changed compared to the previous quarter. Sun Pharma (including Terapia) is the new market leader with RON 1,452.2, followed by Sanofi with RON 1,442.2 mn and AstraZeneca with RON 1,419.7 mn.
The top 10 players also include Zentiva (incl. Alvogen and Labormed) with sales of RON 1,328.2 mn, Servier (including Egis) with RON 1,132.4 mn, Johnson&Johnson (RON 1,131.1 mn) followed by Pfizer (RON 1,099.8 mn), Novartis (RON 883.4), Hoffmann La Roche (RON 863.6 mn) and Viatris with RON 843.7 mn.

Crt. No.	Corporation	1st Quarter 2024	MAT (2024-Q1)	
		(mn RON)	(mn RON)	(%)
Total market		**8,145.1**	**31,056.1**	**100.0%**
1	SUN PHARMA[1]	373.5	1,452.2	4.7%
2	SANOFI	360.0	1,442.6	4.6%
3	ASTRAZENECA	395.6	1,419.7	4.6%
4	ZENTIVA[2]	355.4	1,328.2	4.3%
5	SERVIER[3]	292.2	1,132.4	3.6%
6	JOHNSON & JOHNSON	298.5	1,131.1	3.6%
7	PFIZER	278.1	1,099.8	3.5%
8	NOVARTIS	234.1	883.4	2.8%
9	HOFFMANN LA ROCHE	235.4	863.6	2.8%
10	VIATRIS[4]	216.1	843.7	2.7%
Subtotal Top 10		**3,039.0**	**11,596.6**	**37.3%**
11	NOVO NORDISK	227.3	836.0	2.7%
12	MERCK & CO	204.8	733.1	2.4%
13	BAYER AG	170.8	681.4	2.2%
14	ABBVIE	153.8	631.0	2.0%
15	ELI LILLY	157.7	599.1	1.9%
16	MENARINI	145.2	578.8	1.9%
17	SANDOZ	145.1	543.2	1.7%
18	ANTIBIOTICE	126.8	518.6	1.7%
19	GLAXOSMITHKLINE	133.9	513.9	1.7%
20	KRKA D.D.	126.8	511.7	1.6%
Subtotal Top 20		**4,631.2**	**17,743.3**	**57.1%**

[1] *including TERAPIA*
[2] *including ALVOGEN and LABORMED*
[3] *including EGIS*
[4] *MYLAN and out-of-patent products division from PFIZER*

NB: This data estimates pharmaceutical products dispensed from pharmacies to patients, the estimation of the above values, and market shares being made in pharmacy purchase prices. These data do not constitute information about the turnover and profit margins of drug manufacturers present in Romania, nor can they be extrapolated to this, due to the specific internal market regulatory framework.

About Cegedim Customer Information:

For over 25 years, Cegedim Customer Information (CCI) has supported companies in the pharmaceutical industry through an increasingly diverse portfolio of solutions and services for market research and marketing and sales teams' management. Having currently more than 90 customers, CCI stands out for the flexibility with which it can respond to each user segment's diverse and specific needs. The company has 30 employees, including a local team of statisticians, software developers, and specialists in database processing, as well as an experienced customer support team.
We invite you to follow the Cegedim Romania page on LinkedIn and to access the materials we publish on our medical-pharmaceutical news portal, www.cegedim-healthcare.ro/stiri-din-sanatate

About Cegedim:

Founded in 1969, Cegedim is an innovative technology and services company in the field of digital data flow management for healthcare ecosystems and B2B and a business software publisher for healthcare and insurance professionals. Cegedim group employs over 6,500 people in 10+ countries and generated revenue of EUR 616 mn in 2023. Cegedim SA is listed on the Paris Stock Exchange (EURONEXT: CGM).
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