

TOP20 brands of dietary supplements by sales in retail commercial segment of the pharmaceutical market, in rubles, 2016

Overall, the TOP20 leading brands make 39% of total sales value in the commercial segment of the pharmacy market. The brand *Fitolax* of the company *Evalar* heads the list, increasing its market share by almost 0.5%. The brand *Solgar* is second. The third position in the ranking is occupied by the brand *Doppelherz* of the corporation *Queisser Pharma GmbH & Co KG*. The brand *Femibion* of the corporation *Dr. Reddy's Laboratories Ltd* ascended to the fourth line, increasing its share by more than 0.5%. The brand *Vitamishki* of the corporation *Pharmamed* kept the fifth place.

The company *Evalar* is the undisputed leader in the sales of dietary supplements in the retail commercial segment of the pharmaceutical market both among manufacturers and among corporations. *Fitolax*, *Turboslim*, and *Glicine Forte* are the most sold brands of the company.

Rating 2016	Brand	Corporation	Total value, million rubles	Share (%)
1	Fitolax	Evalar	1495.31	3.43
2	Solgar	Solgar	1443.93	3.31
3	Doppelherz	Queisser Pharma GmbH & Co KG	1416.90	3.25
4	Femibion	Dr. Reddy's Laboratories Ltd	1197.29	2.75
5	Vitamishki	Pharmamed	1177.72	2.70
6	Sealex	VIS	951.35	2.18
7	Ferrohematogen	Pharmstandart	940.96	2.16
8	Sialor	Obnovlenie PFK	907.66	2.08
9	Turboslim	Evalar	799.61	1.83
10	Normobact	Polpharma	749.02	1.72
11	Alphavit	VneshtorgPharma	732.81	1.68
12	Alicaps	RIAPanda	713.28	1.64
13	Glicine Forte	Evalar	701.57	1.61
14	Complivit	Pharmstandart	640.50	1.47
15	Maxilac	FP Obolenskoe	627.96	1.44
16	Hematogen Russky	Pharm-Pro	562.21	1.29
17	Linex	Novartis	534.62	1.23
18	Ovesol	Evalar	499.84	1.15
19	Lovelas	GLS Medical	494.91	1.14
20	Pustyrnik Forte	Evalar	483.15	1.11