

## Overview of the retail commercial segment of pharmaceutical dietary supplements market in 2016

The capacity of the commercial segment of the pharmaceutical market (medicinal products, dietary supplements, additional pharmacy range) reached 1.04 trillion rubles in 2016, an increase of 7.2% over the previous year.

The capacity of the commercial market of dietary supplements amounted to 43.6 billion rubles in 2016 in the purchase prices of pharmacies, which is 4% less than in 2015. In physical terms, about 344 million packages of dietary supplements were sold, which is 1% less than in the previous year (Fig. 1).

### *Trends in the sales of dietary supplements in the retail commercial segment of the pharmaceutical market, 2014-2016*

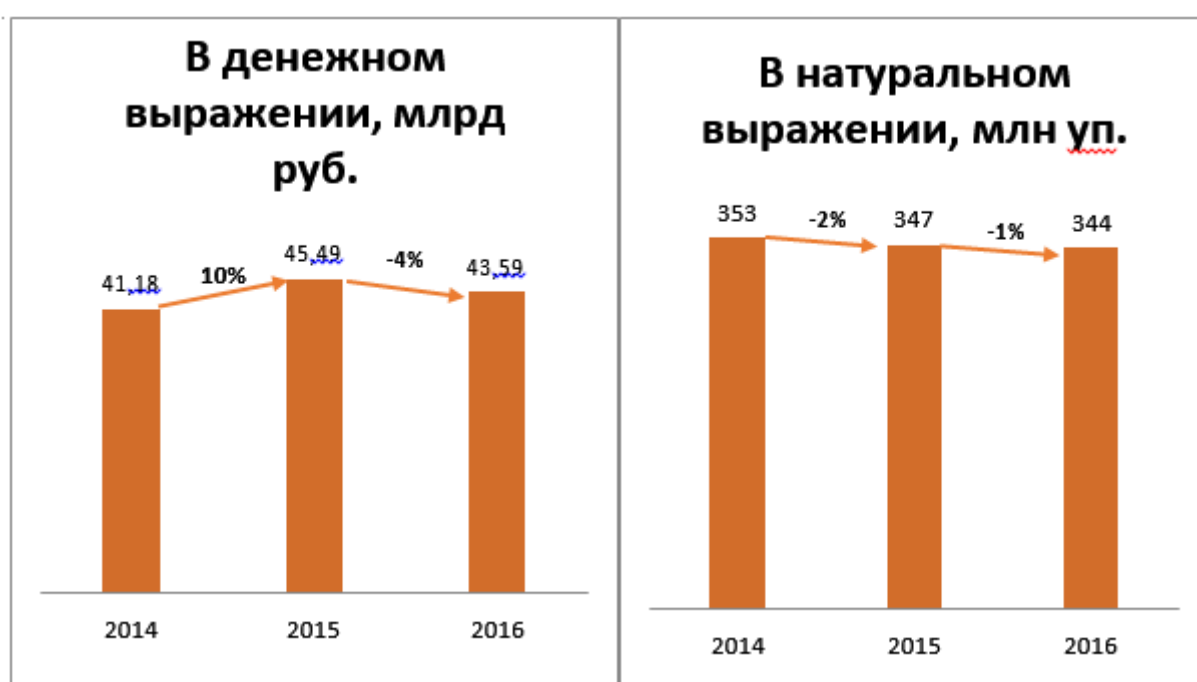


Figure 1

In 2016, there was a decline in the sales of dietary supplements in monetary terms both among imported drugs (-6.5%) and among Russian-made products (-3%). In physical terms, domestic dietary supplements showed an increase of 2%, while sales of imported products dropped by 17%. The local products account for the greatest share of consumption of dietary supplements: 87.16% in rubles and 67.76% in packages. The ratio of imported / local drugs has slightly changed compared to 2015. The share of imported drugs on the market decreased in value more than in volume (Fig. 2).

### *The ratio of the sales of dietary supplements in detail, by country of manufacture, in the retail commercial segment of pharmaceutical market, 2015-2016*

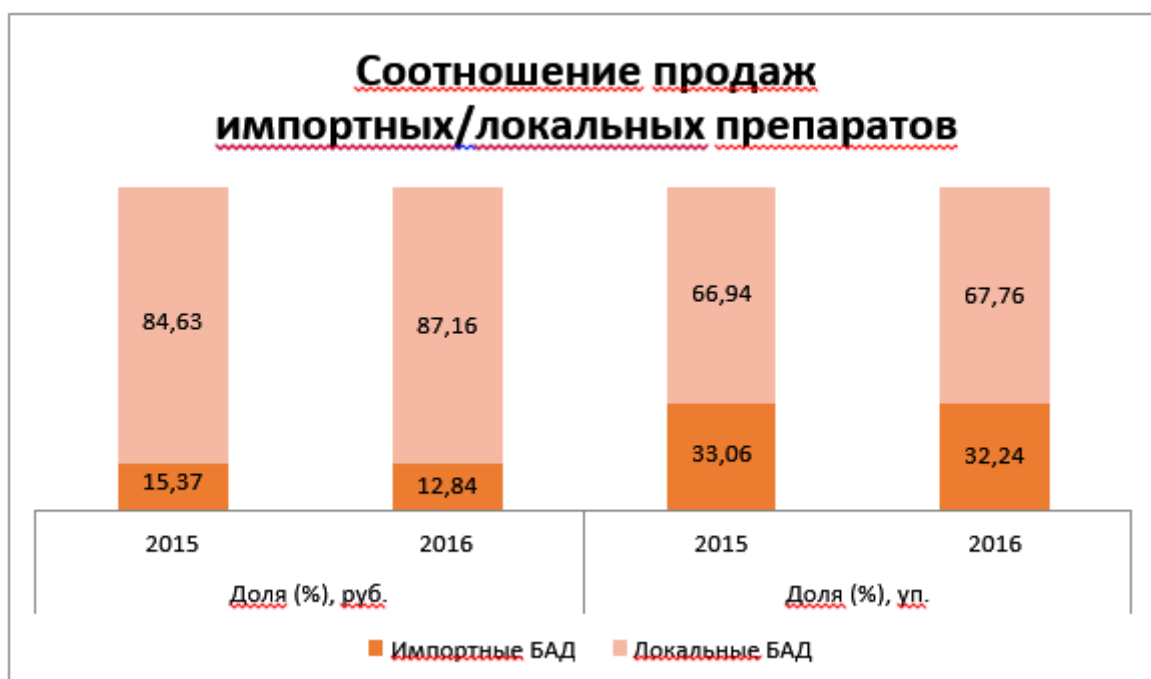


Figure 2

In 2016, the average prices for dietary supplements increased by about 35%. The greatest increase in prices (51%) was shown by imported dietary supplements, while local products went up by 8%, with the smallest increase (Fig. 3). The brand Solgar was leading the sales among imported dietary supplements in value terms, and the brand Naturino in physical terms. Among the domestic products, Fitolax is the leader of sales in value, and Hematogen in volume.

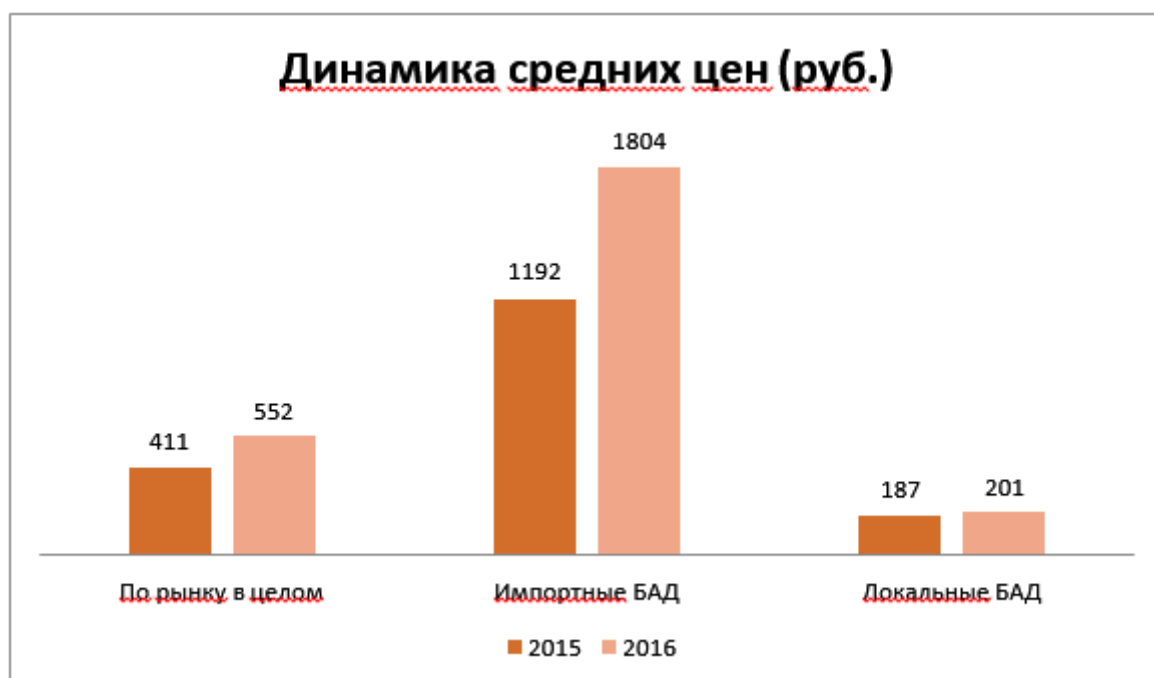


Figure 3

In 2016, the largest number of sales of dietary supplements in physical terms in the retail commercial sector of the pharmaceutical market fell on the price segment of less than 50 rubles. Hematogen, Asvitol

and Ascorbin Ka Forte are leaders in this segment of sales. Because of the segment's low cost in terms of value, it accounts for the smallest share of 9.2%. The most expensive price segment (500 rubles or more) became the leader of sales of nutritional supplements in value; its share in physical terms amounted to 5.7% of the retail sales of the pharmaceutical market of dietary supplements. Solgar, Femibion and Sealex became the leading brands of the expensive sector are (Fig. 4).

**The rating of corporations and manufacturers<sup>1</sup> in the retail commercial sector of the dietary supplements of the pharmaceutical market based on the results of 2016**

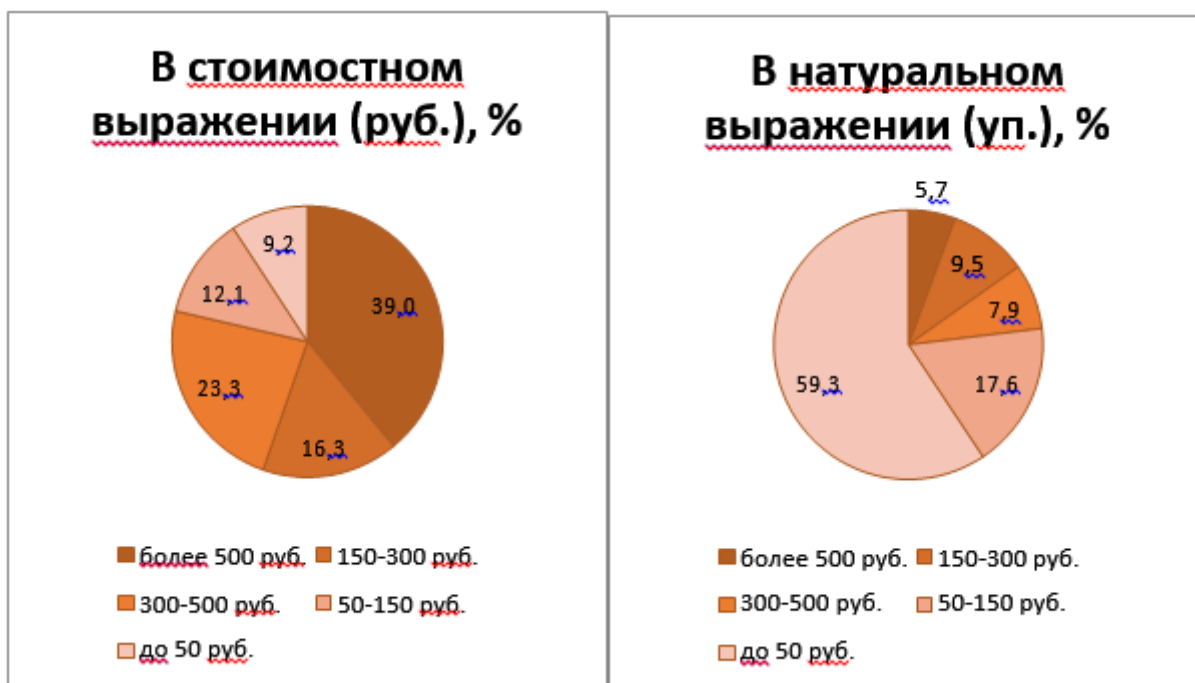


Figure 4

The TOP20 leading corporations account for 65% of the total value of sales of the pharmacy segment of dietary supplements. The first place is invariably taken by the company Evalar with a share of 18%. The company's bestseller brands are Fitolax, Turboslim and Glicin Forte. Compared to 2015, the company's sales growth in value amounted to 13%, and its market share increased by 3%. There were some changes in the TOP5: the corporation Pharmstandart rose to the second place with an increase of 39%, its share grew from 3.8% to 5.5% compared to the previous year. Ferrohematogen, Complivit and Univit are the leading brands of the company. The third and fourth positions of the rating are retained by the corporations Pharmamed and Valeant with shares of 5% and 4% respectively. The corporation VIS moved to the fifth place, having lost three points of the rating, with the brand Sealex showing the greatest decline in sales. The largest increase in sales in value terms was demonstrated by the corporations FP Obolenskoe (+ 56%) and PROTEK Group of companies (+ 27%) (Table 1).

**TOP20 corporations in the retail commercial sector of the pharmaceutical market of dietary supplements, rubles, 2016**

Rating	Change in rating	Corporation	Total value, million rubles	Growth 2016/2015	Share (%)
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	2016/2015			(%)	
1	-	Evalar	7 971.72	13	18.29
2	+4	Pharmstandart	2 396.94	39	5.50
3	-	Pharmamed	2 199.62	-7	5.05
4	-	Valeant	1 674.24	-6	3.84
5	-3	VIS	1 645.64	-51	3.77
6	+1	Queisser Pharma GmbH and Co KG	1 445.92	5	3.32
7	+2	Solgar	1 443.93	38	3.31
8	-	Dr Reddy's Laboratories Ltd.	1 410.66	19	3.24
9	+7	Obnovlenie PFK	920.94	51	2.11
10	-	Polpharma	863.16	-16	1.98
11	+2	Pharm-Pro	826.30	9	1.90
12	-	Vneshtorg Pharma	791.98	-3	1.82
13	-8	RIA Panda	713.28	-60	1.64
14	+3	Stada	685.40	17	1.57
15	+11	FP Obolenskoe	629.28	56	1.44
16	+2	Novartis	608.59	12	1.40
17	-2	Diod	591.66	-18	1.36
18	+9	PROTEK group of companies	478.34	27	1.10
19	-5	Pfizer	454.48	-37	1.04
20	+4	Biocor	438.78	1	1.01

Source: AlphaRM – Monitoring of medicinal products retail sales in RF

Table 1

<sup>1</sup> A corporation is a group of companies with manufacturing, distributing and other industrial units that arose during the consolidation of assets and the globalization of the activities of pharmaceutical and other companies, often not limited to one country of presence and owning the rights to produce products of all the companies that make up the corporation. A manufacturer is a production site that performs a full or partial manufacturing cycle.

Overall, TOP20 manufacturers account for 42.5% of the total sales value of the pharmaceutical segment of medicinal products. The company Evalar is the leader both among the manufacturers and the corporations. The manufacturer Vis moved from the second position to the fourth, with the decline of about 50%, and the share loss of 3.5%. As a result, Pharmamed went up to the second position despite the decline in sales value by 7%. Pharmstandart-UfaVITA rose to the third position of the rating with an increase of 33%, increasing its share from 3% to 4.1%. The fifth place in the ranking was retained by Queisser Pharma GmbH and Co KG. OTC PHARM with the increase by 84% and Segmenta Pharm with an increase of 56% demonstrated the greatest improvement in the rating. The growth of OTC PHARM was due to the launch of several new products under the well-known brand Complivit: the pastilles *Complivit ACTIVE bears*, *Complivit for children Healthy eyes*, *Complivit FrutoVit*, the tablets *Complivit Calcium D3 for women 45+*, the tablets *Complivit Superenergy with ginseng*, *Complivit Radiance Antioxidants of Youth*, and *Complivit Chondro*<sup>2</sup> (Table 2).

**TOP20 manufacturers in the retail commercial sector of the pharmaceutical market of dietary supplements, rubles, 2016**

Rating 2016	Change in rating 2016/2015	Manufacturer	Total value, million rubles	Growth 2016/2015 (%)	Share (%)
1	-	Evalar	7 971.72	13	18.29
2	+1	Pharmamed	2 199.62	-7	5.05
3	+3	Pharmstandart-UfaVITA	1 804.44	33	4.14
4	-2	VIS OOO	1 645.64	-51	3.77
5	-	Queisser Pharma GmbH and Co KG	1 445.92	5	3.32
6	+2	Solgar	1 443.93	38	3.31
7	-	Dr Reddy's Laboratories Ltd	1 410.66	19	3.24
8	+1	Natur Product	961.29	-6	2.21
9	+8	Obnovlenie PFK	920.94	51	2.11
10	+3	Pharm-Pro	826.30	9	1.90
11	-1	Akrikhin	814.38	-13	1.87
12	-	Vneshtorg Pharma	791.98	-3	1.82
13	-9	RIA Panda	713.28	-60	1.64
14	+4	Nizhpharm	669.34	18	1.54
15	+12	Segmenta Pharm	629.28	56	1.44
16	-1	Diod	591.66	-18	1.36
17	-3	Ecomir Pharma	540.15	-28	1.24
18	+4	Sandoz	534.93	18	1.23
19	+19	OTC Pharm	483.57	84	1.11
20	+9	Rigla	461.63	29	1.06

Source: AlphaRM – Monitoring of medicinal products retail sales in RF

Table 2

2 The brands mentioned on the manufacturer's official website <http://otcpharm.ru/> as recent developments.

### The rating of the brands of dietary supplements in retail commercial sector of the pharmaceutical market based on the results of 2016

Overall, TOP20 leading brands take up 39% of total sales value of the commercial segment of the pharmacy market. There were significant changes in the TOP5: Evalar's brand Fitolax rose to the first place, increasing its market share by almost 0.5%. The brand Soglar rose to the second position, increasing its rating by 4 points, with the increase in sales value of almost 40%, and the increase in the share of 1%. The corporation Queisser Pharma GmbH and Co KG's brand Doppelherz took up the third position of the rating. The brand Femibion of the corporation Dr Reddy's Laboratories Ltd went up to the fourth line with the increase of its share by more than 0.5% and the growth of sales of about 25%. Pharmamed Corporation's brand Vitamishki kept the fifth place. The brands Sialex and Alicaps lost their leading positions, declining in total sales value by 60% compared to 2015, and losing 3.4% and 2.3% of the share, respectively (Table 3).

**TOP20 brands of dietary supplement by sales volume in the retail commercial sector of the pharmaceutical market, rubles, 2016**

Rating 2016	Change in rating 2016/2015	Brand	Corporation	Total value, million rubles	Growth 2016/2015 (%)	Share (%)
1	+2	Fitolax	Evalar	1 495.31	10	3.43
2	+4	Solgar	Solgar	1 443.93	38	3.31
3	+1	Doppelherz	Queisser Pharma GmgH and Co KG	1 416.90	5	3.25
4	+3	Femibion	Dr Reddy's Laboratories Ltd	1 197.29	26	2.75
5	-	Vitamishki	Pharmamed	1 177.72	-4	2.70
6	-5	Sealex	VIS	951.35	-63	2.18
7	+4	Ferro-hematogen	Pharmstandart	940.96	33	2.16
8	+4	Sialor	Obnovlenie PFK	907.66	49	2.08
9	-1	Turboslim	Evalar	799.61	-14	1.83
10	-1	Normobact	Polpharma	749.02	-13	1.72
11	-1	Alphavit	Vneshtorg Pharma	732.81	-9	1.68
12	-10	Ali caps	RIA Panda	713.28	-60	1.64
13	+2	Glicin Forte Evalar	Evalar	701.57	49	1.61
14	-1	Complivit	Pharmstandart	640.50	17	1.47
15	+7	Maxilak	FP Obolenskoe	627.96	58	1.44
16	-2	Hematogen Russian	Pharm Pro	562.21	3	1.29
17	+2	Linex	Novartis	534.62	18	1.23
18	-1	Ovesol	Evalar	499.84	7	1.15
19	+8	Lovelas	GLS Medical	494.91	43	1.14
20	+1	Pustyrnik Forte	Evalar	483.15	13	1.11

Source: AlphaRM – Monitoring of medicinal products retail sales in RF

Table 3

### Conclusion

In 2016, the volume of the retail commercial segment of the pharmaceutical market of dietary supplements decreased somewhat both in value terms and in volume. The share of sales of Russian dietary supplements in 2016 increased both in packages and in rubles. The prices of imported dietary supplements grew more than domestic ones'. The inexpensive products take up the largest share in physical terms but the smallest one in value. The expensive products have the reverse ratio, making the largest share of sales in value, but the smallest in volume. The company Evalar is the undisputed leader in sales of dietary supplements in the retail commercial segment of the pharmaceutical market both among manufacturers and among corporations. Fitolax of the company Evalar is the leading brand by total value of sales.