



Pharmacy Market Watch

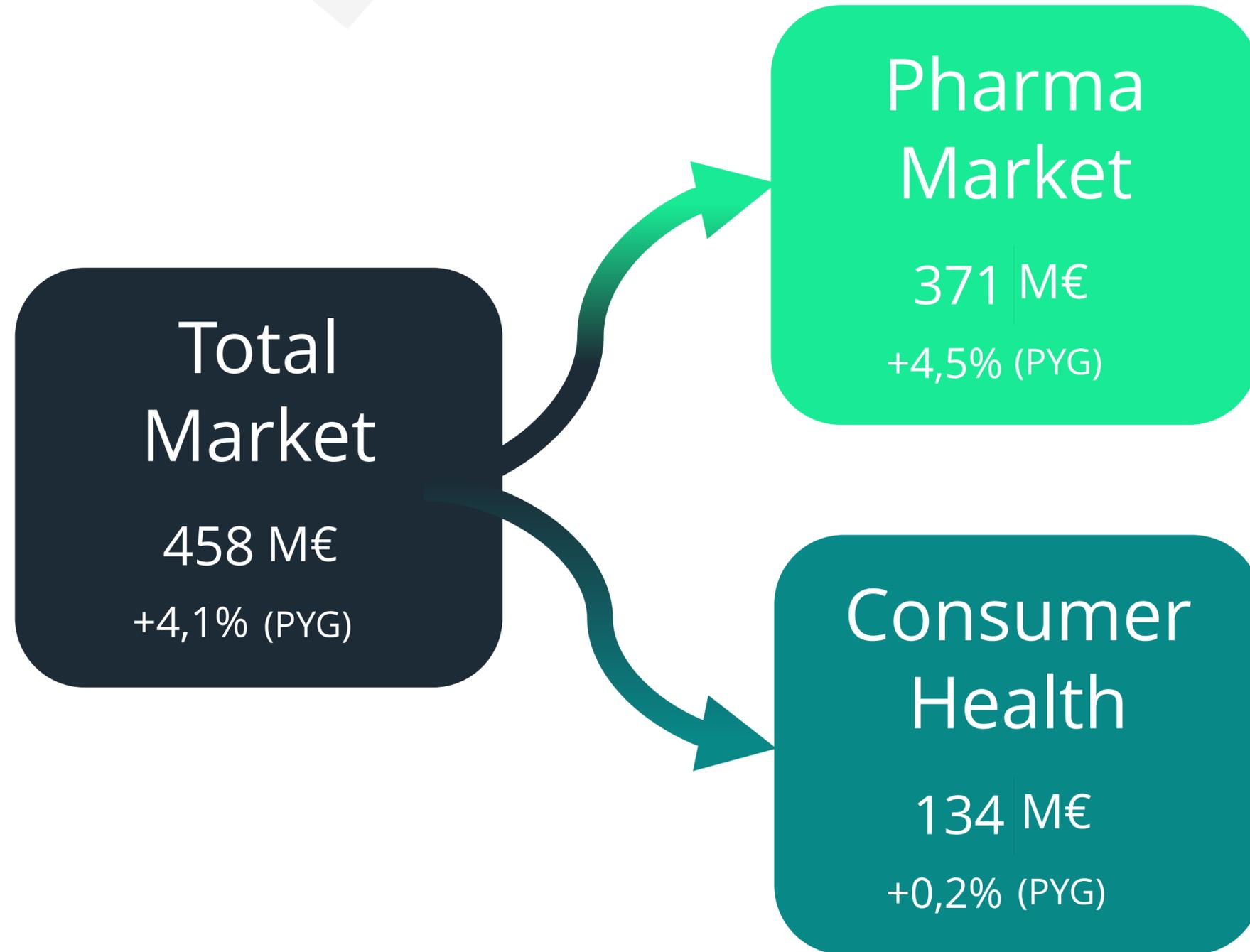
January 2026

Marketing Team

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Knowledge *for better health*

Pharmacy Total Market - Sell out Value



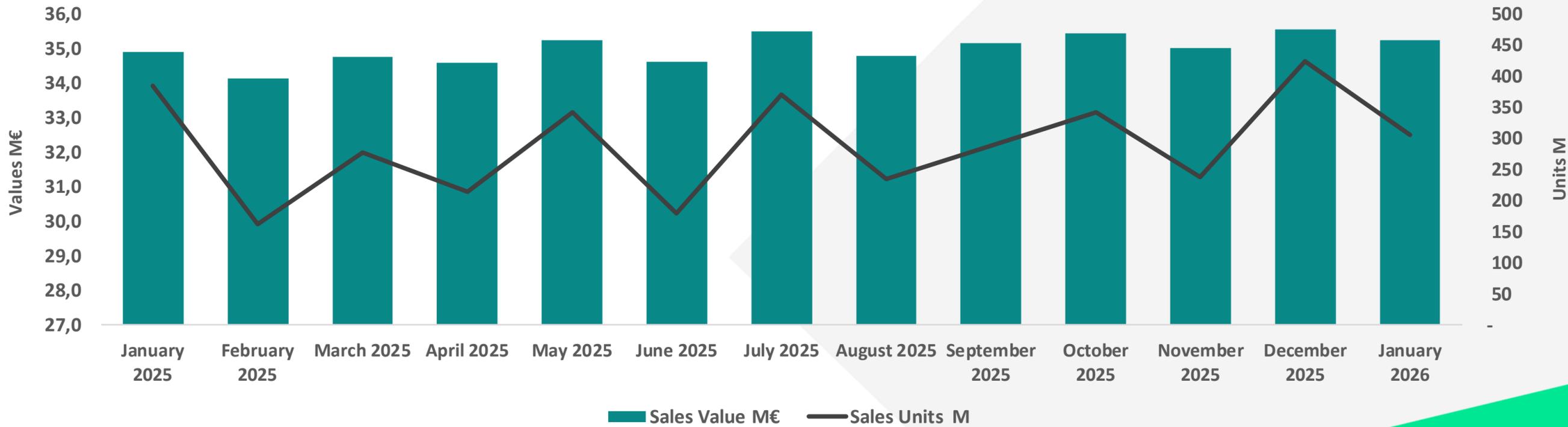
Relative Segment Contribution (value)

RX Market	70%
Consumer Health	29%

Sell Out Values - Million Euros;
PYG% - Previous Year Growth of the most recent month.

Pharmacy Total Market – Sell out Value and Units

Monthly Evolution Sell Out - Value (M.€) and Units (M.)



There is a variation in sales in the last month, compared to the same month of the previous year of 4,1% and -4,2% in value and units, respectively.

Pharma Market - Values and Units

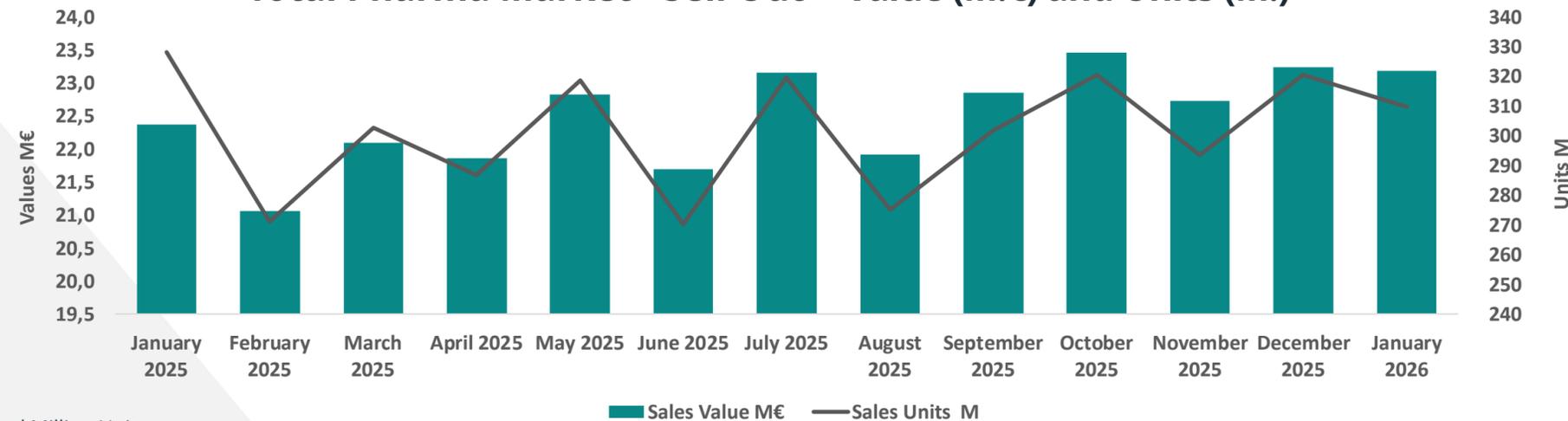
Top 5 ATC3 with the most competitive dynamics

Rank Var. Abs.	ATC3	Var. Abs. M€ PYG	Var. PYG%
1	A10S - Agonista do GLP-1	11,87 M€	92,6%
2	B01F - Inibidores directos do Factor Xa	3,62 M€	26,1%
3	A10P - Antidiabéticos inibidores do co-transportador de sódio e glucose 2 (SGLT2)	2,25 M€	8,0%
4	A08A - Preparações anti-obesidade excluindo produtos dietéticos	1,45 M€	132,1%
5	C10C - Associações entre reguladores de lípidos	0,88 M€	9,5%

Top 5 products with higher performance

Rank Var. Abs.	PRODUCT	Var. Abs. M€ PYG	Var. PYG%
1	Mounjaro	11,78 M€	422,8%
2	Eliquis	7,64 M€	529,3%
3	Ozempic	1,41 M€	42,1%
4	Elvanse	0,60 M€	37,1%
5	Aquipta	0,58 M€	433,4%

Total Pharma Market - Sell Out - Value (M.€) and Units (M.)



January 2026

Sales Units PYG% -3,6%

Sales Value PYG% 5,9%

Sell Out and Units- Million Euros and Million Units
PYG% - Previous Year Growth of the most recent month.

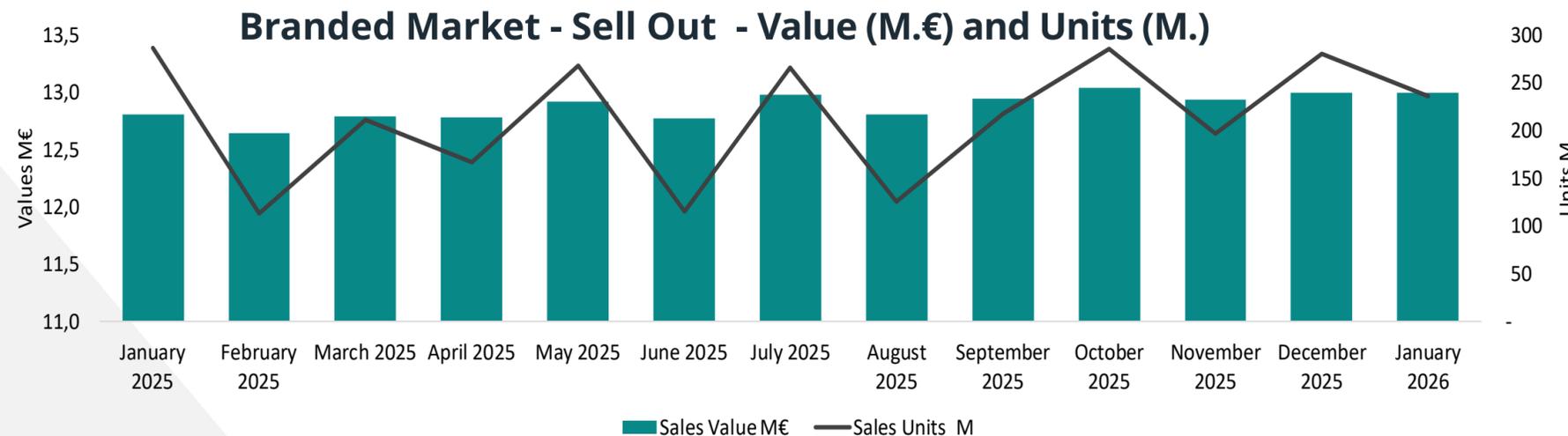
Branded Pharma Market - Values

Top 5 ATC3 with the most competitive dynamics

Rank Var. Abs.	ATC3	Var. Abs. M€ PYG	Var. PYG%
1	A10S - Agonista do GLP-1	11,87 M€	92,6%
2	B01F - Inibidores directos do Factor Xa	7,64 M€	101,6%
3	A10P - Antidiabéticos inibidores do co-transportador de sódio e glucose 2 (SGLT2)	2,25 M€	8,0%
4	A08A - Preparações anti-obesidade excluindo produtos dietéticos	1,45 M€	132,1%
5	C09D - Associações de antagonistas da angiotensina-II	0,76 M€	6,9%

Top 5 products with higher performance

Rank Var. Abs.	PRODUCT	Var. Abs. M€ PYG	Var. PYG%
1	Mounjaro	11,78 M€	422,8%
2	Eliquis	7,64 M€	529,3%
3	Ozempic	1,41 M€	42,1%
4	Elvanse	0,60 M€	37,1%
5	Aquipta	0,58 M€	433,4%



January 2026

Sales Units PYG% -3,1%

Sales Value PYG% 10,3%

Sell Out and Units- Million Euros and Million Units
 PYG% - Previous Year Growth of the most recent month.

Generic Market - Units

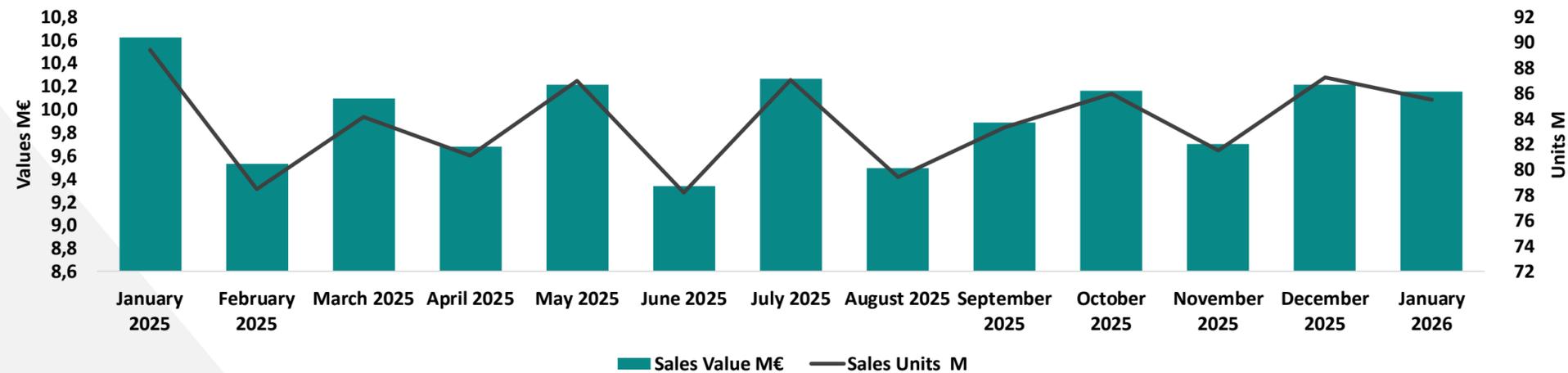
Top 5 DCI with the most competitive dynamics

Rank Var. Abs.	DCI	Var. Abs. Unid (K)	Var. PYG%
1	Rosuvastatina	18,61 K	6,8%
2	Atorvastatina + Ezetimiba	16,34 K	99,6%
3	Prednisolona	16,06 K	-
4	Duloxetina	14,64 K	21,4%
5	Azelastina + Fluticasona	13,69 K	204,4%

Top 5 products with higher performance

Rank Var. Abs.	Product	Var. Abs. Unid (K)	Var. PYG%
1	Sertralina Generis (MG)	39,58 K	-
2	Esomeprazol Ratiopharm (MG)	28,55 K	54,8%
3	Atorvastatina toLife (MG)	18,02 K	-
4	Prednisolona Generis (MG)	16,06 K	-
5	Amoxicilina/Ácido Clavulânico Mylan (MG)	15,50 K	164,2%

Generic Market - Sell Out - Value (M.€) and Units (M.)



January 2026

Sales Units PYG% -4,1%

Sales Value PYG% -4,7%

Sell Out and Units- Million Euros and Million Units
 PYG% - Previous Year Growth of the most recent month.

Consumer Healthcare Market - Values

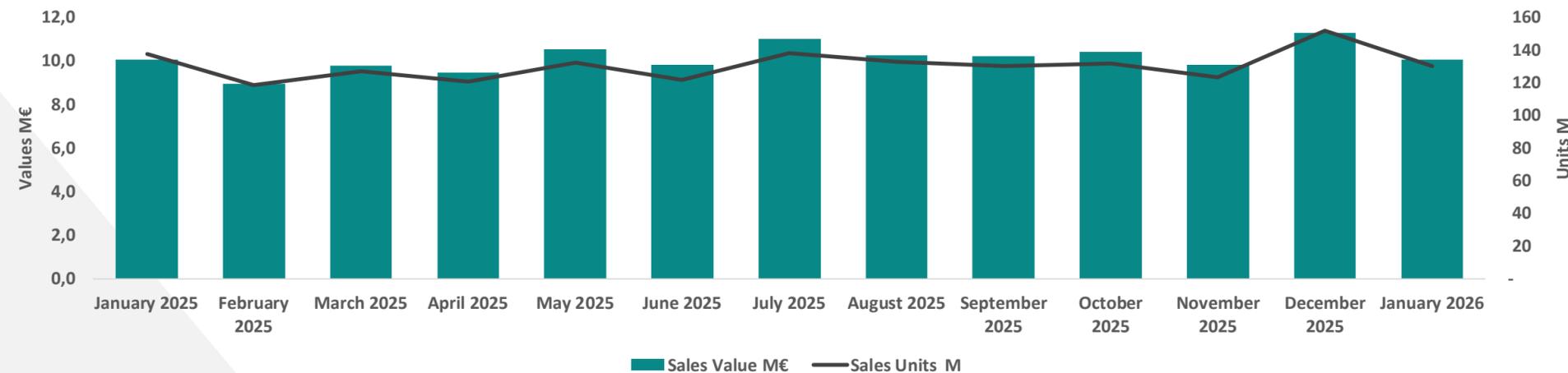
Top 5 HMR 3 with the most competitive dynamics

Rank Var. Abs.	HMR3	Var. Abs. M€ PYG	Var. PYG%
1	H26.4.10. - Bombas de insulina e acessórios	1,76 M€	-
2	H26.4.12. - Medição de glicose contínua	1,50 M€	27,3%
3	H04.2.5. - Antidiarreicos	0,17 M€	10,4%
4	H13.2.5. - Suplemento hiperproteico e hipercalórico	0,17 M€	44,2%
5	H05.4.1. - Suplementos Magnésio	0,15 M€	7,1%

Top 5 products with higher performance

Rank Var. Abs.	PRODUCT	Var. Abs. M€	Var. PYG%
1	Dexcom G7	0,78 M€	-
2	Ben-u-gripe	0,68 M€	-
3	Bronchodual Max 8/1	0,14 M€	-
4	Dioflav 1000	0,13 M€	27,2%
5	Benflux Natural	0,05 M€	-

Consumer Health Market - Sell Out - Value (M.€) and Units (M.)



January 2026

Sales Units PYG% -5,7%

Sales Value PYG% 0,2%

Sell Out and Units- Million Euros and Million Units
 PYG% - Previous Year Growth of the most recent month.

Consumer Health Segments Performance

Top 5 products with higher performance

OTC

Rank Var. Abs.	PRODUCT	Var. Abs. Value	PYG %	Average Price Growth (PYG) %
	Total Market	- 1.926.300 €	-3,8%	5%
1	Ben-u-gripe	680.203 €	-	
2	Dioflav 1000	130.704 €	27,2%	11,3%
3	Normatal	68.575 €	42,6%	5,6%
4	Nurofen Xpress Minicaps (MG)	63.027 €	-	
5	Bekunis Laxante Bisacodil	49.102 €	-	

Supplements

Rank Var. Abs.	PRODUCT	Var. Abs. Value	PYG %	Average Price Growth (PYG) %
	Total Market	- 217.299 €	-0,8%	4%
1	Bronchodual Max 8/1	138.730 €	-	
2	Benflux Natural	53.534 €	-	
3	Alflorex Dual Action	41.596 €	998,8%	-2,9%
4	Artiative	36.033 €	220,1%	2,7%
5	Afax	26.144 €	356,4%	-0,6%

Personal Care

Rank Var. Abs.	PRODUCT	Var. Abs. Value	PYG %	Average Price Growth (PYG) %
	Total Market	- 675.241 €	-3,2%	2%
1	Akilhiver	52.879 €	78,6%	1,3%
2	CeraVe Hidratação	22.606 €	12,5%	4,1%
3	Anaphase	20.479 €	-	
4	CeraVe Skin Renewing	18.578 €	-	
5	Balene by Bexident	16.401 €	-	

Sell Out and Units- Million Euros and Million Units
PYG% - Previous Year Growth of the most recent month.

Consumer Health Segments Performance

Top 5 products with higher performance

Patient Care

Rank Var. Abs.	PRODUCT	Var. Abs. Value	PYG %	Average Price Growth (PYG) %
	Total Market	2.707.729 €	8,9%	12%
1	Accu-Chek SmartGuide	50.934 €	-	
2	Bambo Nature	23.400 €	40,5%	6,5%
3	Artelac Ultra 4S	23.208 €	25,3%	2,3%
4	Accu-Fine	23.197 €	53,7%	0,0%
5	BD Micro-Fine Ultra	22.552 €	98,1%	0,0%

Nutrition

Rank Var. Abs.	PRODUCT	Var. Abs. Value	PYG %	Average Price Growth (PYG) %
	Total Market	429.315 €	9,8%	4%
1	Fortimel Creme Protein	63.952 €	133651,4%	0,6%
2	Meritene Clinical Extra Protein	55.072 €	98,1%	-2,0%
3	Aptamil Profutura 1 Duo	40.184 €	64,4%	3,0%
4	Fortimel	37.676 €	27,5%	3,9%
5	Fresubin Protein Energy Drink	33.867 €	66,1%	3,5%

DATA SPECIFICATION

PHARMACY MARKET WATCH

HMR Pharmacy Universe

Pharmacies in Portugal (Mainland and Islands) with sales to the public – 2910.

HMR Pharmacy Panel

This report is based on a panel of 2,620 pharmacies out of a total of 2,910 belonging to the Universe considered in the HMR study. All pharmacies in mainland Portugal and the islands with sales to the public were considered. Numerical coverage = 90% for the current month.

Scope

Monthly evolution of the Pharmacy Market in Portugal.

Periodicity

Monthly

Periods of time in the report

Monthly data with 25 months historical data.

Measures included in the report:

Sell Out (SO) – Sales from the pharmacy to final consumer. Sales in value are assessed at Street Price (the actual retail price to the consumer).

Average Price – Average Price of all pharmacies regarding products sold.

Segments

- **Pharma Market** – Includes all RX and Non-RX products with AIM* in Portugal that can be dispensed in community pharmacies.
- **Prescription Medicines** – Covers all RX Prescription Medicines for human use with AIM that can be sold in community pharmacies:
 - **Prescription Branded Medicines** – Includes RX Prescription Medicines Non-Generics with AIM in Portugal, sold in community pharmacies.
 - **Prescription Generic Medicines** – Includes RX Generics and Non-RX Generics with AIM in Portugal, sold in community pharmacies.

- **Consumer Health** – Covers all Non-RX Prescription Medicines, OTC, Supplements, Personal Care, Patient Care, Nutrition, Homeopathic, for human use that can be sold in community pharmacies.
 - **OTC** – Over The Counter (Non-RX Medicines).
 - **Non-Prescription branded OTC** – Includes OTC medicines Non-Generics with AIM in Portugal, sold in community pharmacies.
 - **Non-Prescription generic OTC** – Includes Generics-OTC medicines with AIM in Portugal, sold in community pharmacies.
 - **Nutrition** - Composed of nutrition products, including food for special medical purposes, special diets, and weight-loss diets. It also includes infant formulas.
 - **Patient Care** – Composed of products for patient care. Includes medical devices for multiple indications and various accessories.
 - **Personal Care** – Includes all products intended for personal care, encompassing health and well-being products (dermo cosmetics and personal hygiene).
 - **Supplements** – Includes food supplements used to complement a normal diet.
 - **Homeopathic** – Includes homeopathic products with simplified registration. Excludes homeopathic medicines with AIM in Portugal.
 - **Veterinary** – Includes veterinary medicines and health products.
 - **Others** – Includes products with low market relevance, such as raw materials and compounded preparations.

*AIM - Autorização de Introdução no Mercado



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