

NEW

Pharmacy Market Watch

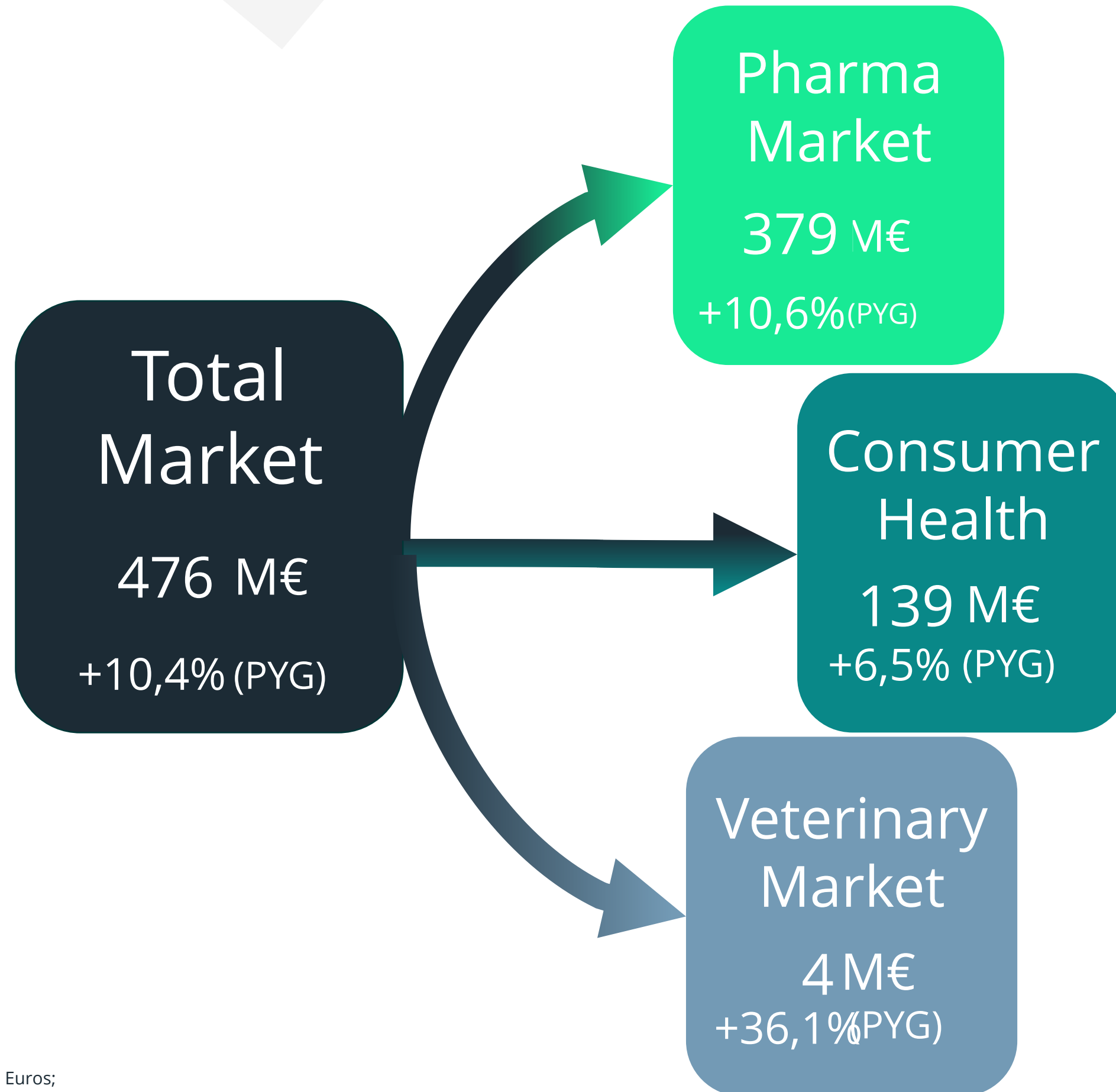
March 2026

Marketing Team

hmr.marketing@hmr.co.com

Knowledge for better health

Pharmacy Total Market - Sell out Value

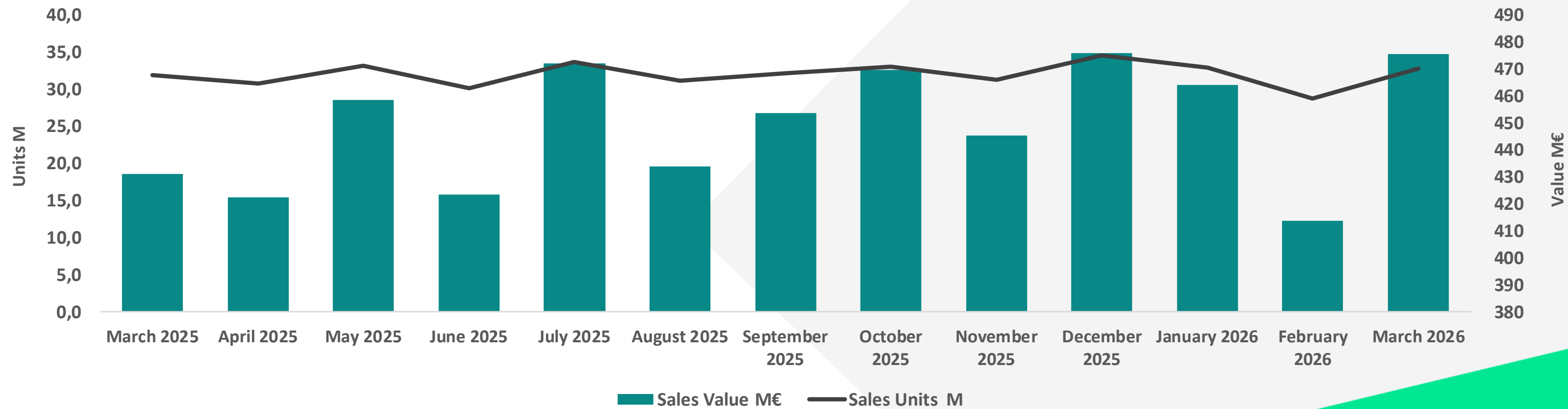


Relative Segment Contribution (value)	
RX Market	70%
Consumer Health	29%

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 10,4% and 2,6% in value and units, respectively.

Pharma Market - Values and Units

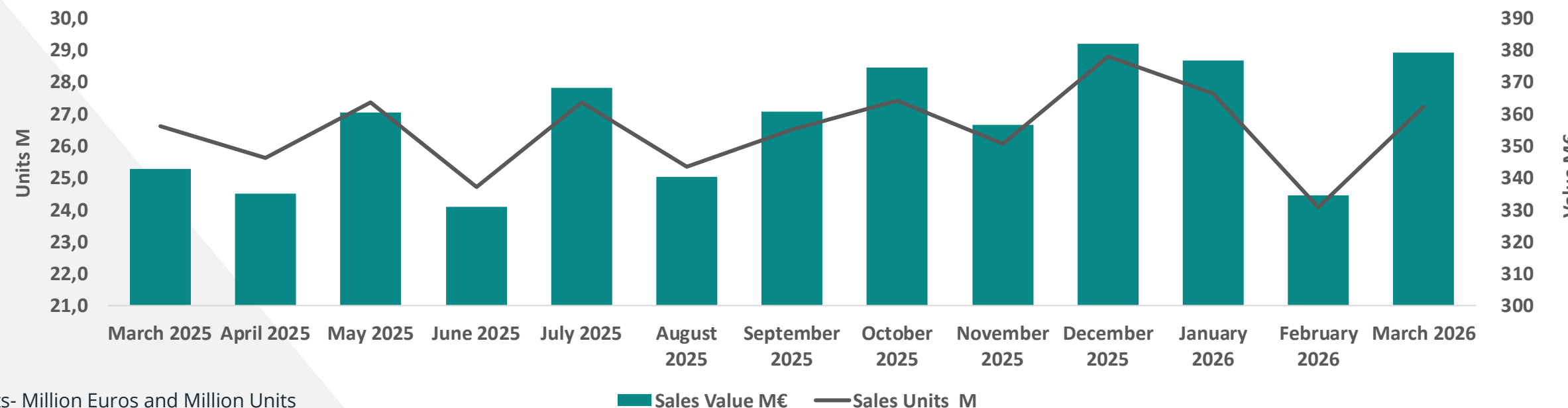
Top 5 ATC3 with the most competitive dynamics

Rank Var. Abs.	ATC3	Var. Abs. M€ PYG	Var. PYG%
1	A10S - Agonista do GLP-1	12,56 M€	78,9%
2	B01F - Inibidores directos do Factor Xa	4,05 M€	28,8%
3	A10P - Antidiabéticos inibidores do co-transportador de sódio e glucose 2 (SGLT2)	3,87 M€	13,8%
4	A08A - Preparações anti-obesidade excluindo produtos dietéticos	2,09 M€	220,0%
5	C10C - Associações entre reguladores de lípidos	1,47 M€	16,1%

Top 5 products with higher performance

Rank Var. Abs.	PRODUCT	Var. Abs. M€ PYG	Var. PYG%
1	Mounjaro	10,96 M€	190,4%
2	Eliquis	6,76 M€	243,9%
3	Ozempic	3,30 M€	109,6%
4	Wegovy FlexTouch	2,64 M€	-
5	Forxiga	0,94 M€	13,2%

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



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

March 2026

Sales Units PYG% 2,3%

Sales Value PYG% 10,6%

Branded Pharma Market - Values

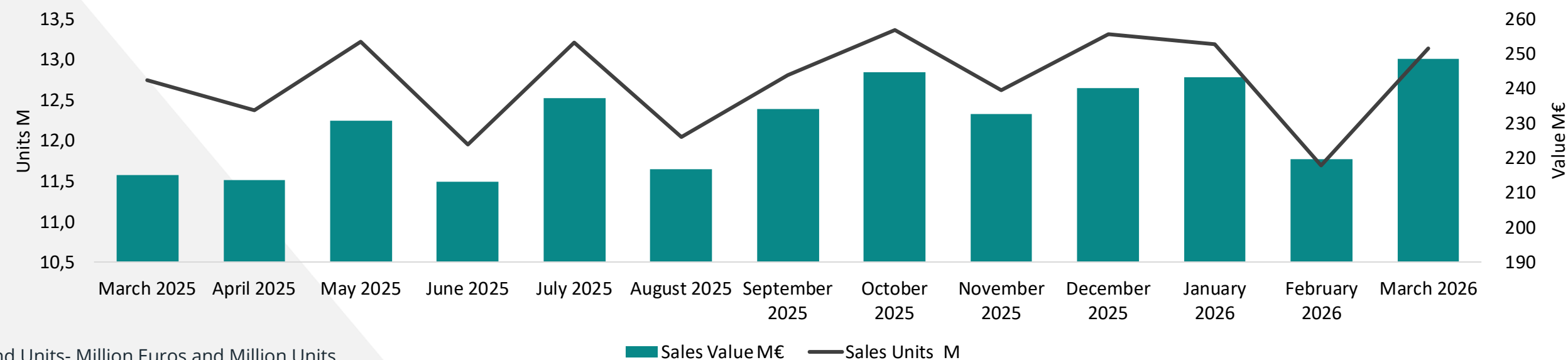
Top 5 ATC3 with the most competitive dynamics

Rank	Var. Abs.	ATC3	Var. Abs. M€ PYG	Var. PYG%
1		A10S - Agonista do GLP-1	12,56 M€	78,9%
2		B01F - Inibidores directos do Factor Xa	7,11 M€	82,0%
3		A10P - Antidiabéticos inibidores do co-transportador de sódio e glucose 2 (SGLT2)	3,87 M€	13,8%
4		A08A - Preparações anti-obesidade excluindo produtos dietéticos	2,09 M€	225,7%
5		C10C - Associações entre reguladores de lípidos	1,10 M€	12,9%

Top 5 products with higher performance

Rank	Var. Abs.	PRODUCT	Var. Abs. M€ PYG	Var. PYG%
1		Mounjaro	10,96 M€	190,4%
2		Eliquis	6,76 M€	243,9%
3		Ozempic	3,30 M€	109,6%
4		Wegovy FlexTouch	2,64 M€	-
5		Forxiga	0,94 M€	13,2%

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



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

March 2026

Sales Units PYG% 3,1%

Sales Value PYG% 15,6%

Generic Market - Units

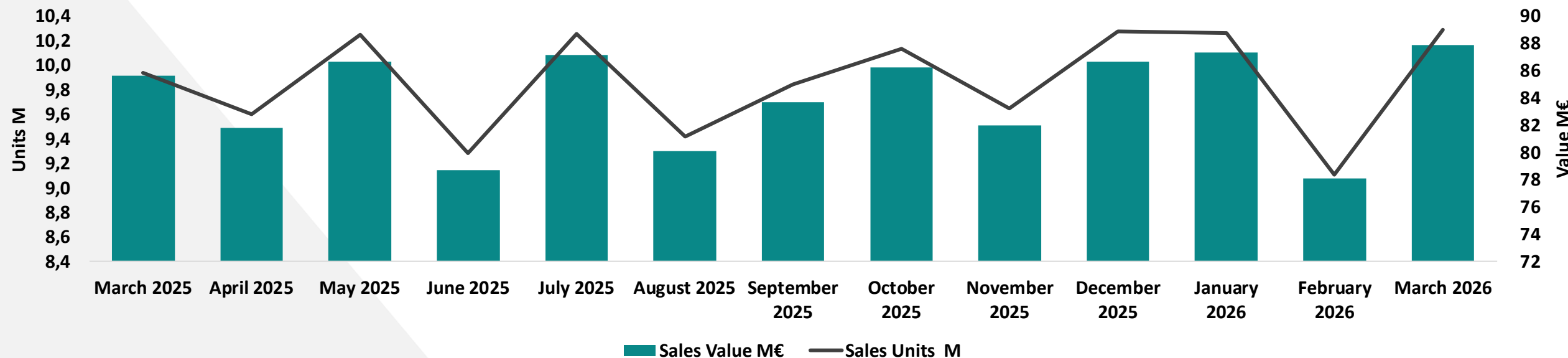
Top 5 DCI with the most competitive dynamics

Rank Var. Abs.	DCI	Var. Abs. Unid (K)	Var. PYG%
1	Furosemida	70,19 K	119,6%
2	Rosuvastatina	31,79 K	11,9%
3	Bilastina	27,43 K	22,9%
4	Bisoprolol	23,36 K	9,7%
5	Atorvastatina	23,24 K	3,1%

Top 5 products with higher performance

Rank Var. Abs.	Product	Var. Abs. Unid (K)	Var. PYG%
1	Sertralina Generis (MG)	42,83 K	-
2	Ramipril Romace (MG)	22,79 K	-
3	Azelastina/Fluticasona Teva (MG)	20,25 K	1798,5%
4	Prednisolona Generis (MG)	19,92 K	-
5	Furosemida Generis (MG)	18,75 K	216,7%

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



March 2026

Sales Units PYG% 3,5%

Sales Value PYG% 2,6%

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

Consumer Healthcare Market - Values

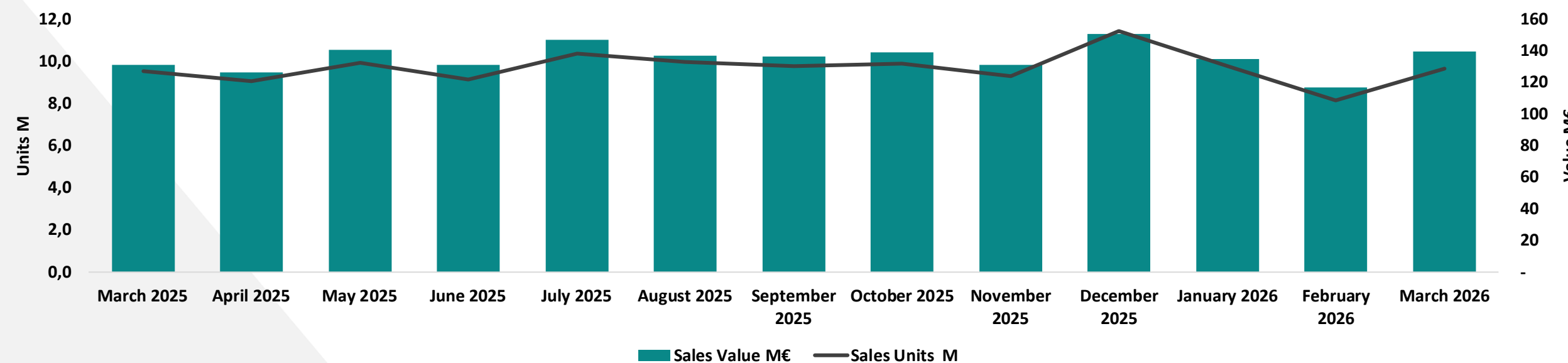
Top 5 HMR 3 with the most competitive dynamics

Rank Var. Abs.	HMR3	Var. Abs. M€ PYG	Var. PYG%
1	H26.4.12. - Medição de glicose contínua	1,59 M€	28,0%
2	H17.9.3. - Protector solar adulto	0,95 M€	49,7%
3	H05.4.1. - Suplementos Magnésio	0,59 M€	26,2%
4	H26.4.10. - Bombas de insulina e acessórios	0,48 M€	38,3%
5	H01.3.3. - Anti Alérgicos Respiratórios	0,46 M€	30,0%

Top 5 products with higher performance

Rank Var. Abs.	PRODUCT	Var. Abs. M€ PYG	Var. PYG%
1	Freestyle Libre 2 Plus	1,84 M€	52,8%
2	Dexcom G7	0,85 M€	11739,4%
3	Medtronic Guardian 4	0,67 M€	256,9%
4	Tandem t:slim X2	0,40 M€	217,0%
5	Ben-u-gripe	0,35 M€	-

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



March 2026

Sales Units PYG% 1,0%

Sales Value PYG% 6,5%

Sell Out Values 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	1.116.157 €	2,5%	4,5%
1	Ben-u-gripe	351.029 €	-	
2	Zenayr Allergo (MG)	148.447 €	18971,1%	10,0%
3	Voltaren 25	140.560 €	18,6%	3,7%
4	Dioflav 1000	127.145 €	24,6%	6,6%
5	Magnesiocard sem Açúcar	97.008 €	81,8%	4,1%

Supplements

Rank Var. Abs.	PRODUCT	Var. Abs. Value	PYG %	Average Price Growth (PYG) %
	Total Market	1.103.836 €	4,3%	4,8%
1	Magnesium-OK Mulher 50+	136.265 €	165,8%	30,0%
2	ZzzQuil Sono	111.254 €	3662,3%	-0,8%
3	ZzzQuil Sono Forte	90.213 €	254,6%	-12,4%
4	Pure Encapsulations Magnésio	89.058 €	272,8%	3,0%
5	Bronchodual Max 8/1	77.398 €	-	

Personal Care

Rank Var. Abs.	PRODUCT	Var. Abs. Value	PYG %	Average Price Growth (PYG) %
	Total Market	2.501.555 €	10,2%	4,0%
1	Uriage Xemose C8+	230.768 €	-	
2	Avène Solar	162.701 €	50,8%	10,1%
3	Anthelios	155.520 €	79,3%	4,0%
4	Fotoprotector Isdin	114.729 €	42,0%	0,7%
5	Cicaplast Baume B5+	89.713 €	69,7%	6,7%

Sell Out Values 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	3.130.031 €	10,0%	6,5%
1	Freestyle Libre 2 Plus	1.839.990 €	52,8%	0,0%
2	Dexcom G7	849.366 €	11739,4%	0,0%
3	Medtronic Guardian 4	671.678 €	256,9%	0,3%
4	Tandem t:slim X2	404.109 €	217,0%	-86,6%
5	Theahyabak	283.440 €	-	

Nutrition

Rank Var. Abs.	PRODUCT	Var. Abs. Value	PYG %	Average Price Growth (PYG) %
	Total Market	673.362 €	15,6%	3,6%
1	Meritene Clinical Extra Protein	60.164 €	82,4%	-1,7%
2	Meritene Clinical Diabet	56.183 €	-	
3	Glytactin RTD 15	49.943 €	89,1%	3,9%
4	Fresubin Protein Energy Drink	47.001 €	85,7%	1,2%
5	Fortimel Creme Protein	36.317 €	131,8%	2,5%

Veterinary Market - Values

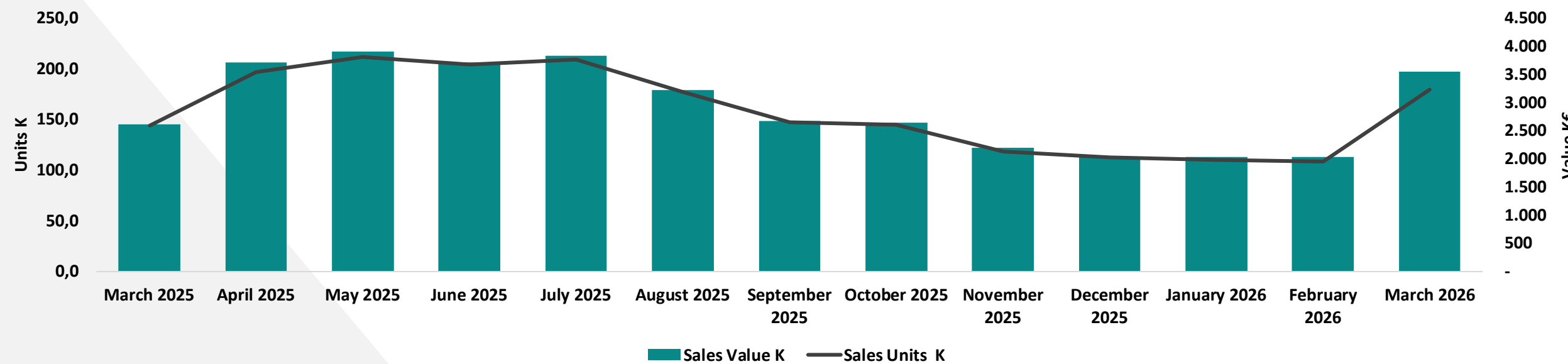
Top 5 HMR 3 with the most competitive dynamics

Rank Var. Abs.	HMR3	Var. Abs. Value	Var. PYG%
1	H21.2.1. - Insecticidas e ectoparasiticidas	732.897 €	72,0%
2	H21.2.3. - Antiparasitários internos e externos	135.769 €	52,0%
3	H21.2.2. - Endoparasiticidas	19.941 €	7,6%
4	H21.13.1. - Antineoplásicos	16.229 €	403,4%
5	H21.11.1. - Terapêutica cardíaca	11.912 €	11,8%

Top 5 products with higher performance

Rank Var. Abs.	PRODUCT	Var. Abs. Value	Var. PYG%
1	Bravecto	258.368 €	64,2%
2	AdTab	114.020 €	159,6%
3	Frontpro	93.045 €	90,2%
4	Seresto	57.446 €	90,7%
5	Nexgard Spectra	48.308 €	47,4%

Veterinary Market - Sell Out - Value (K) and Units (K)



March 2026

Sales Units PYG% **24,8%**

Sales Value PYG% **36,1%**

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

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



Knowledge for better health