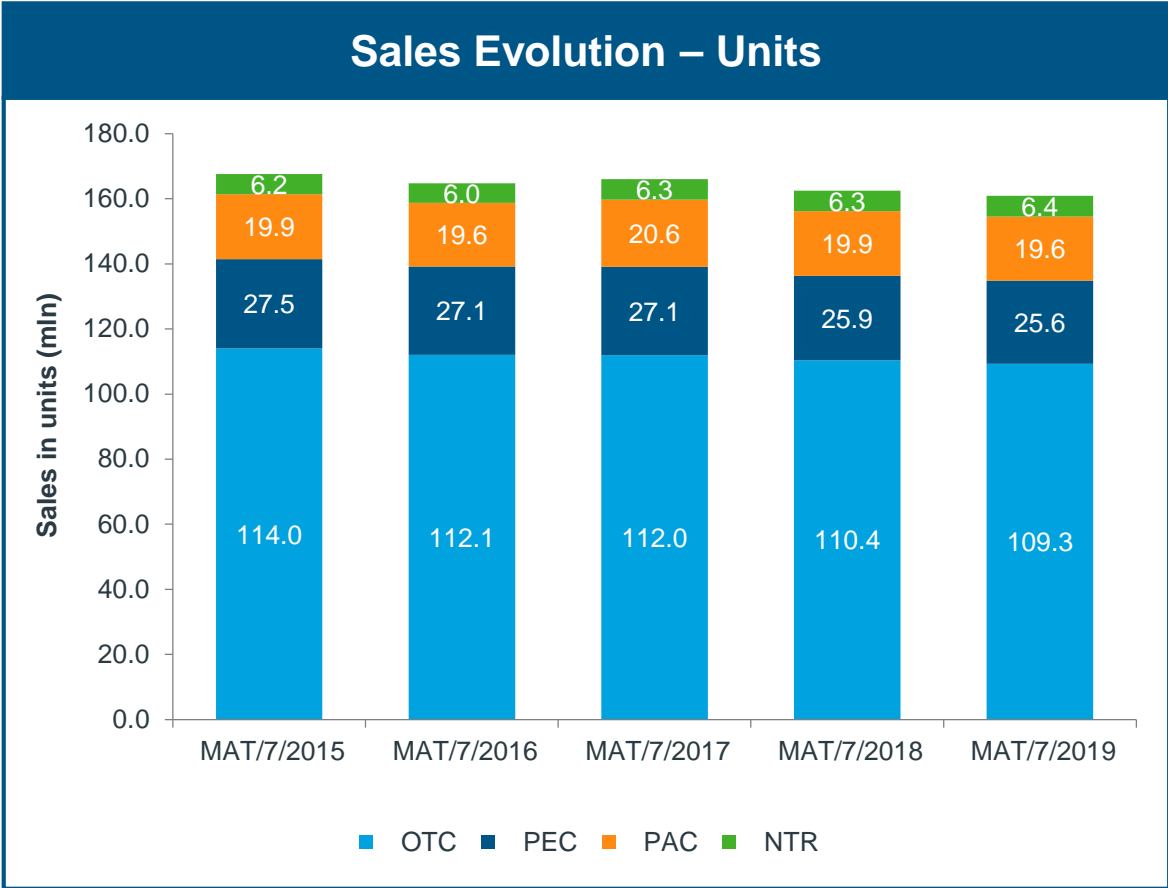
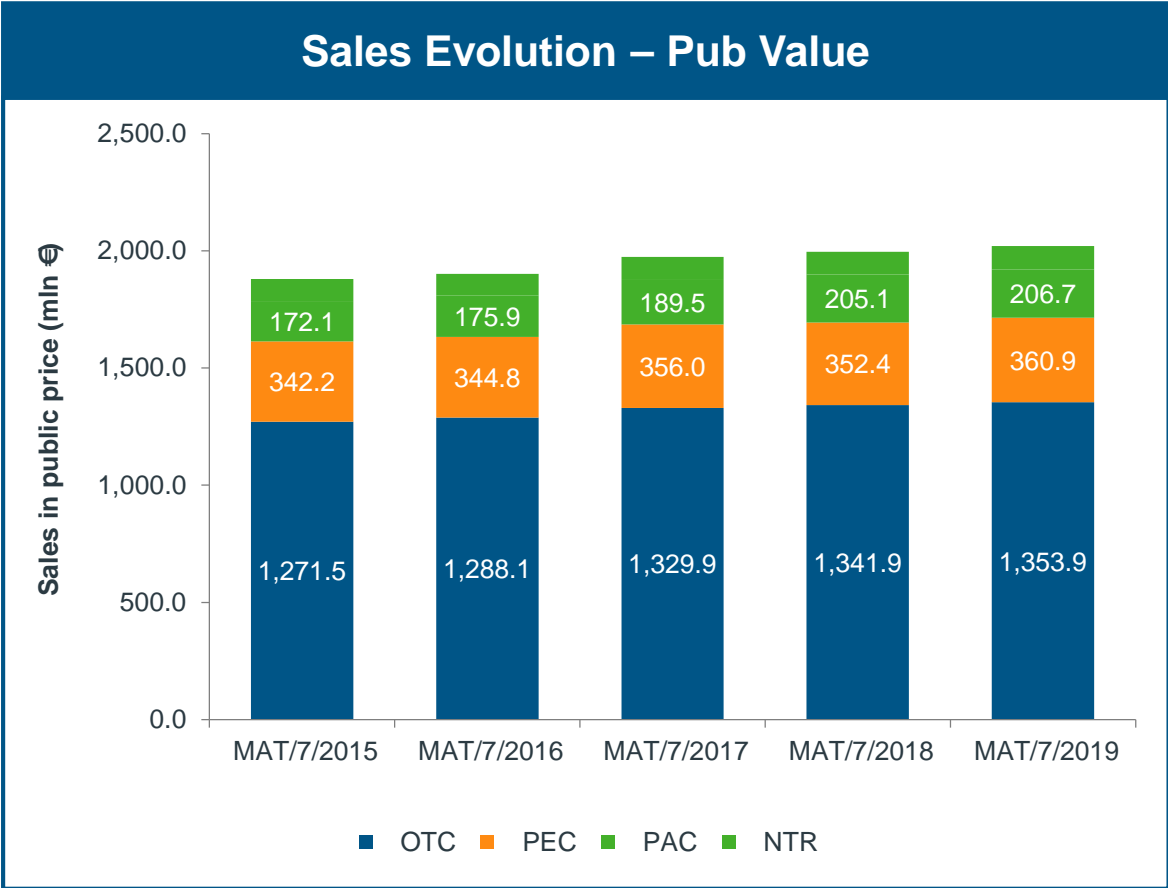
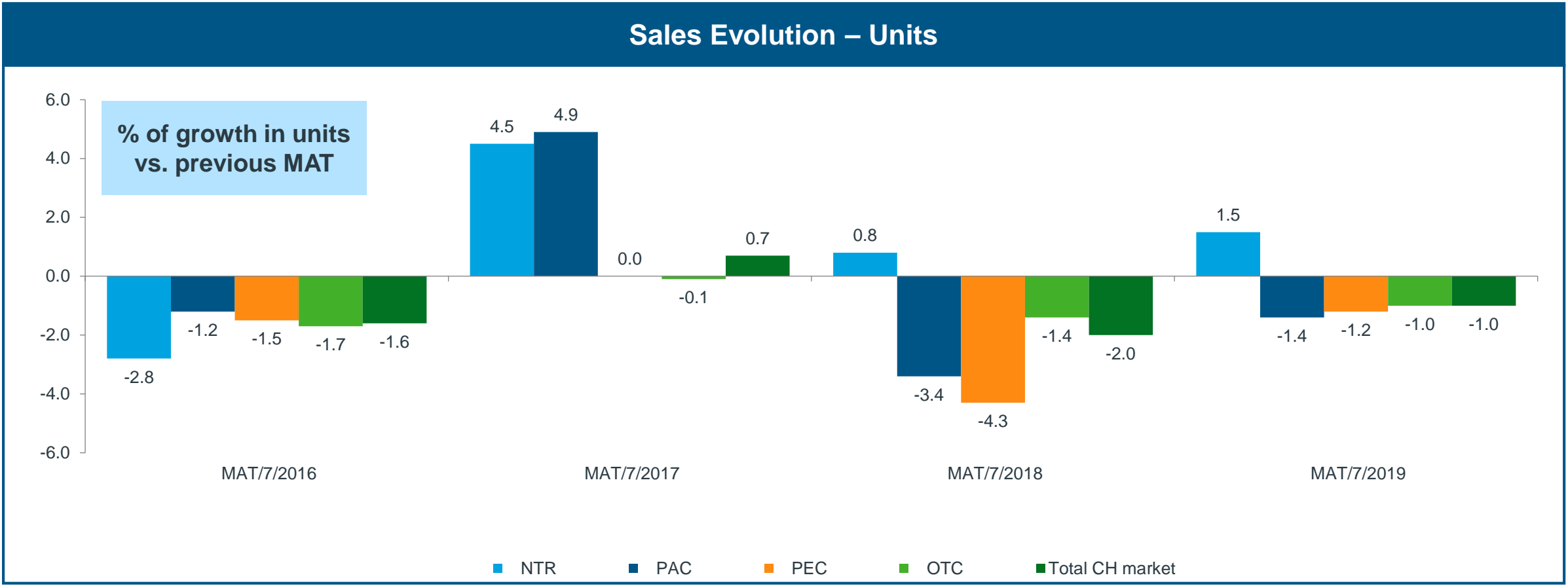


# The Belgian Consumer Health market is worth €2,02 billion



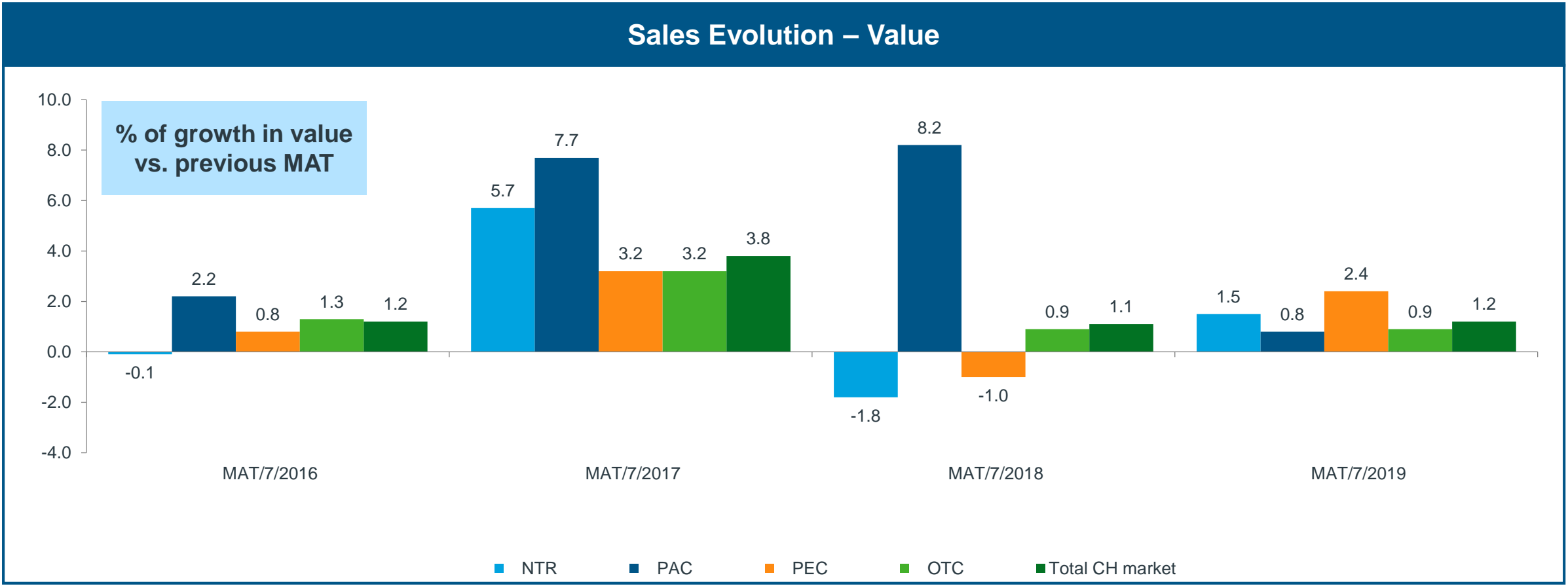
Source: IQVIA – CH Audits – Selling Out data

# The total CH market in units shows a decrease of -1% while only the NUT market grows with 1,5% in units



Source: IQVIA – CH Audits – Selling Out data

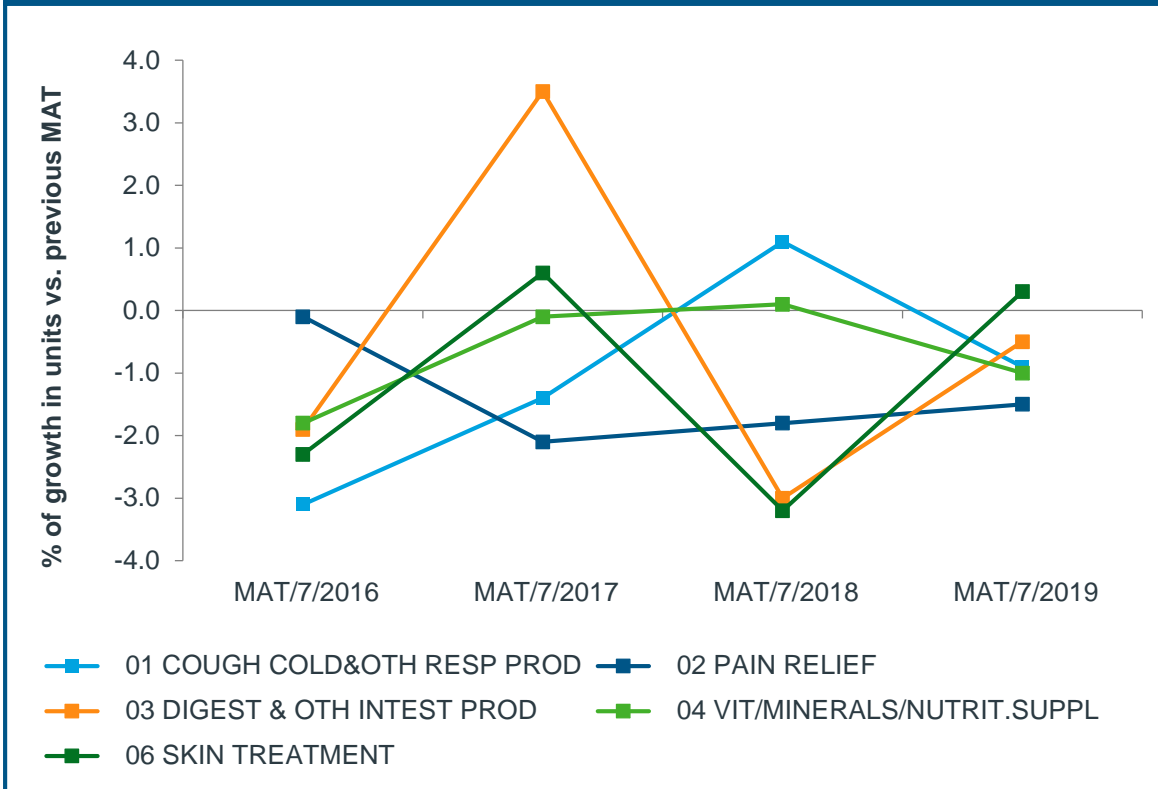
# In value, the total CH market grows with 1,2%, where Personal Care is growing with 2,4%



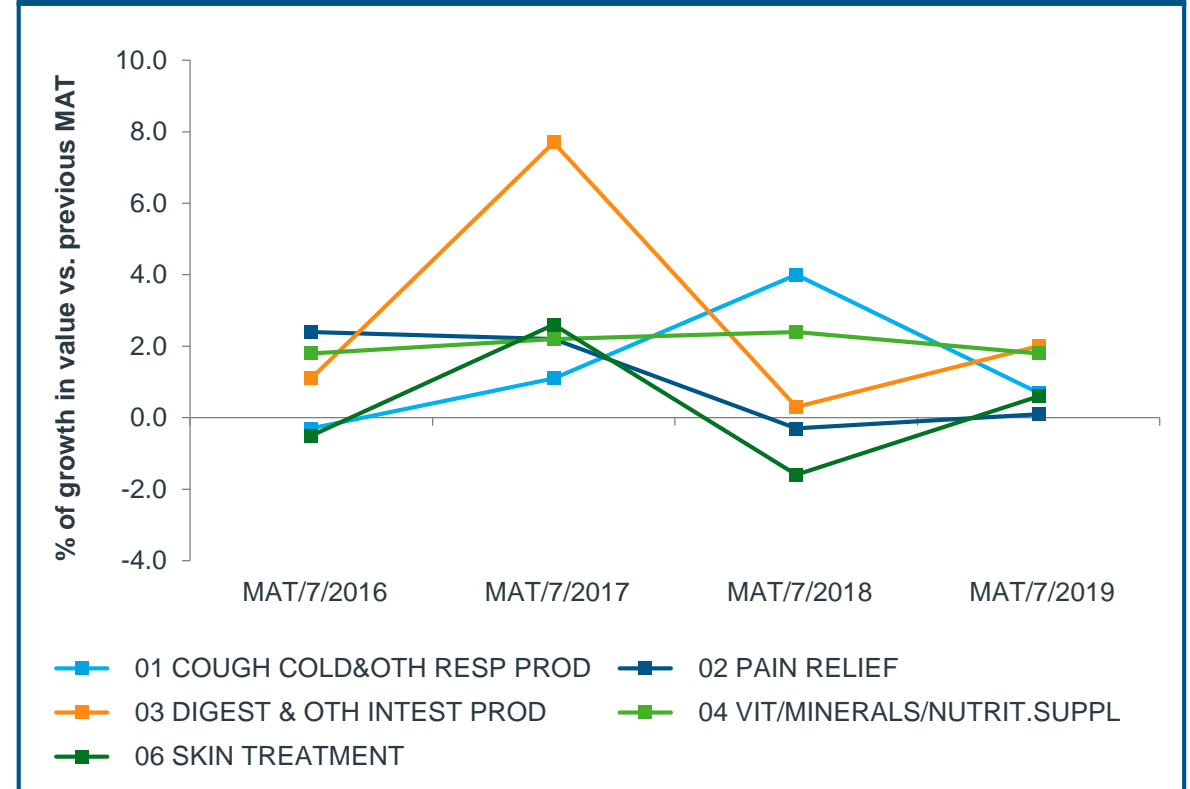
Source: IQVIA – CH Audits – Selling Out data

# Top 5 OTC classes sales evolution

## Sales Evolution – Units



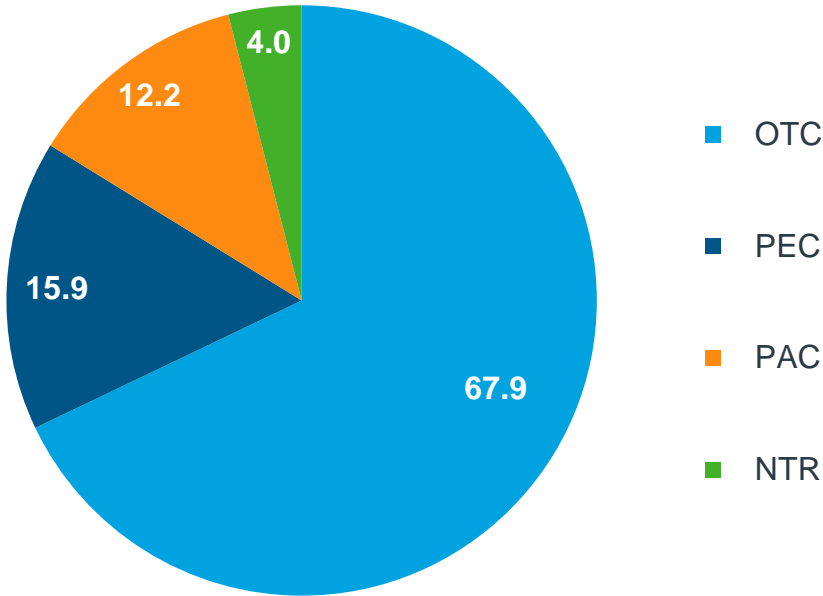
## Sales Evolution – Value



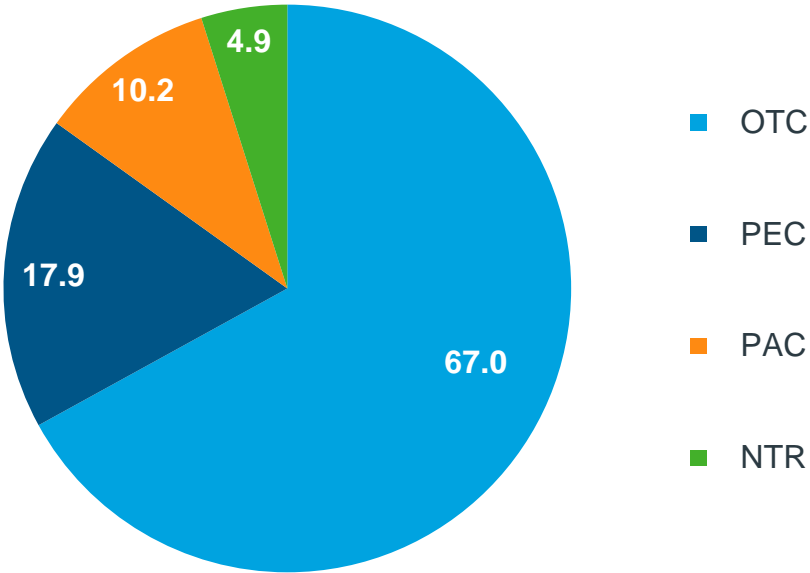
Source: IQVIA – CH Audits – Selling Out data

# OTC segment has a market share of 67,9% in units and 67% in value of the total CH market

Market Share in Units – MAT/07/2019



Market Share in Value – MAT/07/2019



Source: IQVIA – CH Audits – Selling Out data

# The top 10 best selling OTC2 classes in CH in units and in value

Top 10 Best Selling OTC2 classes in units	Units abs. MAT/07/2019	% of the CH Market	Top 10 Best Selling OTC2 classes in value	Value abs. MAT/07/2019	% of the CH Market
02A GENERAL PAIN RELIEF	17.918.550	11,1	02A GENERAL PAIN RELIEF	152.998.192	7,6
01B COLD REMEDIES	11.355.965	7,1	01B COLD REMEDIES	90.846.672	4,5
01A COUGH PRODUCTS	7.010.823	4,4	04F MINERAL SUPPLEMENTS	67.689.928	3,4
01C SORE THROAT REMEDIES	5.438.002	3,4	02E MUSCULAR PAIN RELIEF	64.538.204	3,2
03C LAXATIVES	5.244.216	3,3	07A EYE CARE	64.219.360	3,2
07A EYE CARE	4.524.110	2,8	01A COUGH PRODUCTS	62.562.296	3,1
02E MUSCULAR PAIN RELIEF	3.639.128	2,3	35G MILK PRDS FOR CHILDREN	61.269.636	3,0
04E OTHER SPECIFIC VITAMINS	3.543.823	2,2	03C LAXATIVES	59.164.524	2,9
35G MILK PRDS FOR CHILDREN	3.095.941	1,9	01C SORE THROAT REMEDIES	45.265.676	2,2
04F MINERAL SUPPLEMENTS	3.065.567	1,9	02G JOINT CARE PRODUCTS	42.874.140	2,1

Source: IQVIA – CH Audits – Selling Out data  
 \*Analysis done on brandlevel™

# The top 10 fastest growing Consumer Health classes in prescription sales in units and value

Fastest growing OTC1 classes in Rx sales		Rx sales Growth in abs. units (MAT/07/2019)
13	CALM/SLEEP&MOOD ENHANC PD	16.710
06	SKIN TREATMENT	11.746
08	EAR CARE	6.862
17	HABIT TREATMENT	3.767
58	ORTHOPAED/ANTIRHEUM AID	1.225
35	BABY FOODS	968
91	PERSONAL HYGIENE ACCESSOR	380
32	GLUTEN-FREE&LOW PROT.PRDS	202
44	PRESSURE SORE PREVENTION	151
45	FIRST AID KITS	130

Fastest growing OTC1 classes in Rx sales		Rx sales Growth in abs. value (MAT/07/2019)
53	PRDS FOR BLADDER PROBLEMS	2.083.245
04	VIT. MIN. & NUTRIT. SUPPS	1.888.070
13	CALM/SLEEP&MOOD ENHANC PD	414.670
07	EYE CARE	220.091
06	SKIN TREATMENT	193.290
17	HABIT TREATMENT	192.078
08	EAR CARE	158.124
66	CONTRACEPTION	95.957
58	ORTHOPAED/ANTIRHEUM AID	84.606
40	TRADITIONAL DRESSINGS	52.248

Source: IQVIA – CH Audits – Selling Out data  
 \*Analysis done on brandlevel™

# The top 10 best selling CH products in units and value

Top 10 Best Selling Products	Units abs. MAT/07/2019	% Growth in units	Top 10 Best Selling Products	Value abs. MAT/07/2019	% Growth in value
DAFALGAN	6.735.118	-2,9	DAFALGAN	64.229.583	-2,0
D-CURE	2.549.892	-3,9	VOLTAREN EMULGEL	27.479.270	1,2
NUROFEN	2.390.781	-2,3	D-CURE	25.618.027	-1,2
ASAFLOW	2.154.561	0,7	NUROFEN	23.920.846	-0,7
ISO-BETADINE	1.956.922	5,8	ASAFLOW	20.158.758	0,5
RHINATHIOL	1.746.292	-2,1	OMNIBIONTA	17.298.041	-5,2
PERDOLAN	1.653.240	-3,7	STEOVIT	15.993.651	5,4
OTRIVINE	1.629.201	6,0	IMODIUM	14.349.328	4,4
SOFRASOLONE	1.447.043	-2,2	DAFLON	14.266.198	8,5
SINUTAB	1.410.107	2,2	NICORETTE	13.882.631	12,6

Source: IQVIA – CH Audits – Selling Out data  
\*Analysis done on brandlevel™