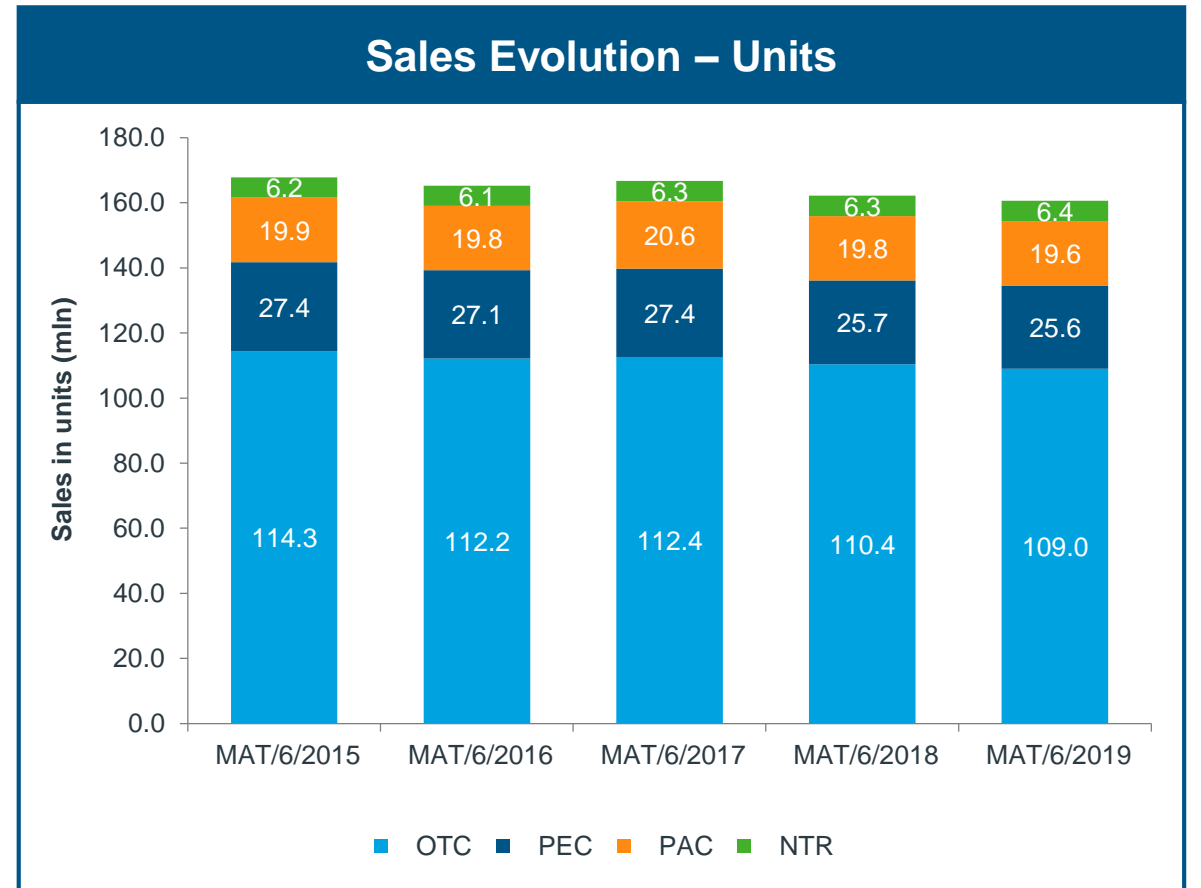
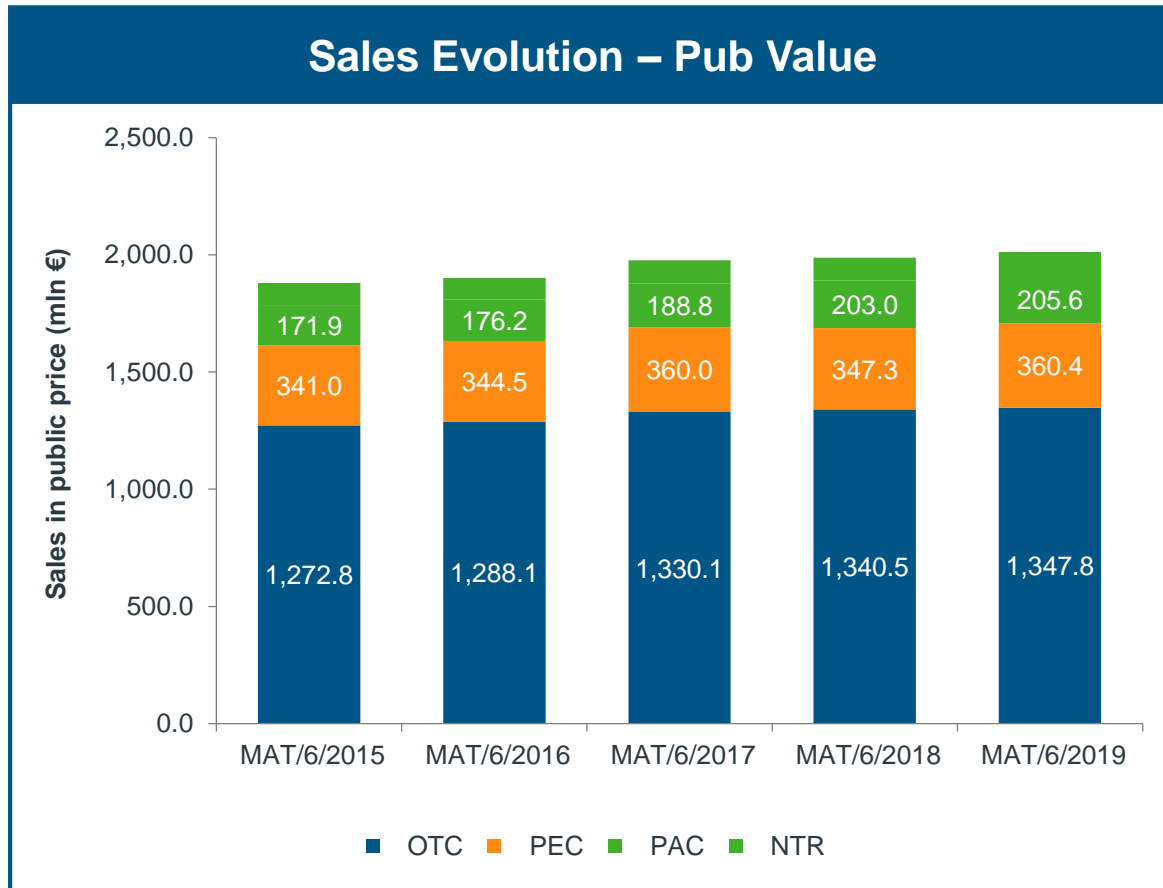
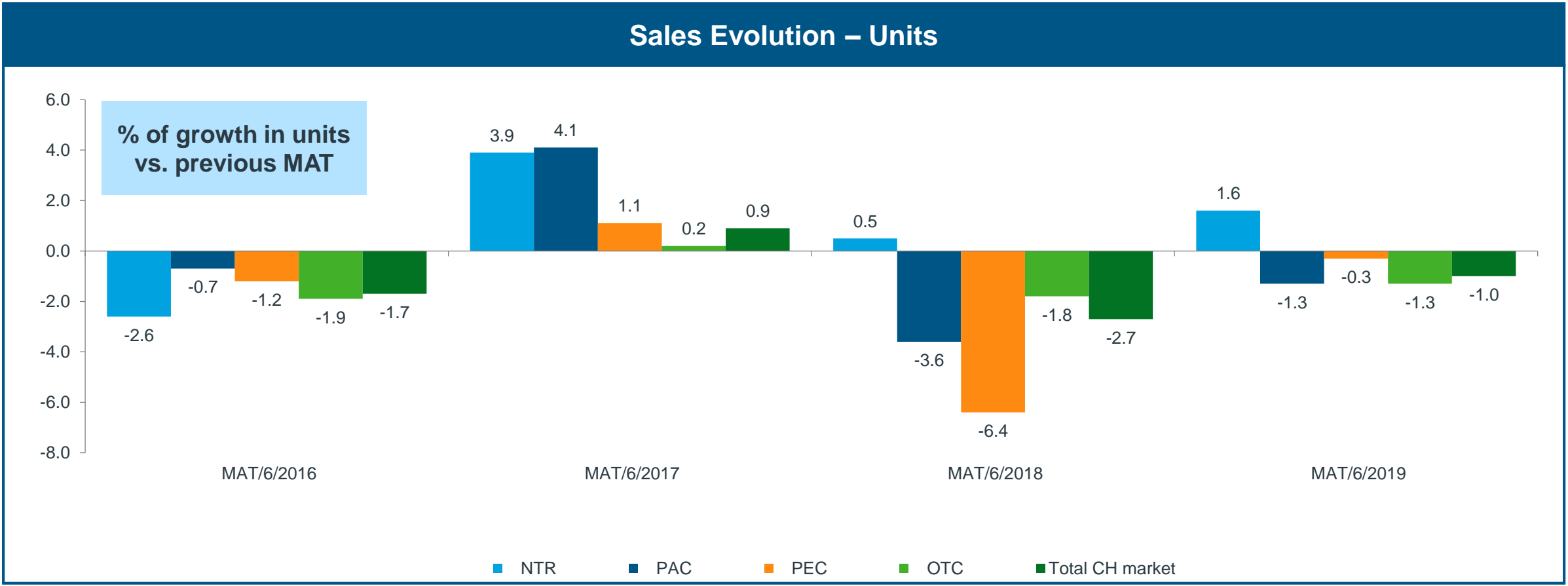


# The Belgian Consumer Health market is worth €2,01 billion



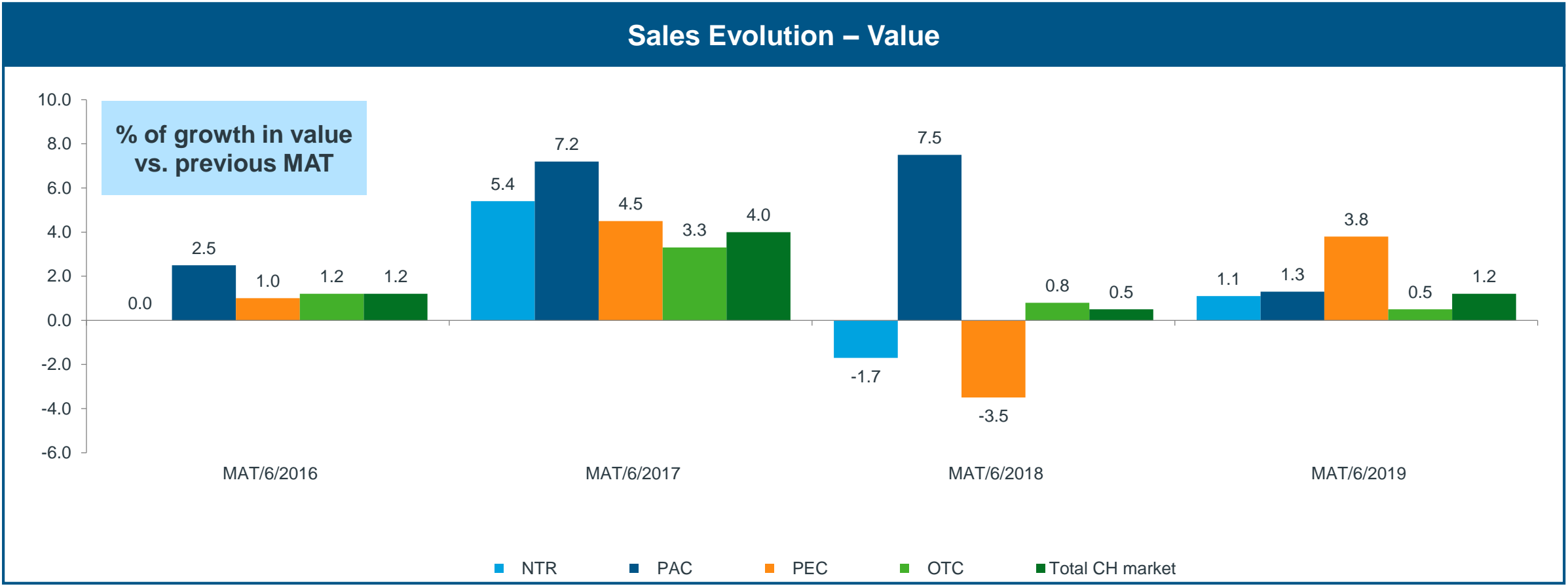
Source: IQVIA – CH Audits – Selling Out data

# The total CH market in units shows a decrease of -1% while only the NUT market grows with 1,6% in units



Source: IQVIA – CH Audits – Selling Out data

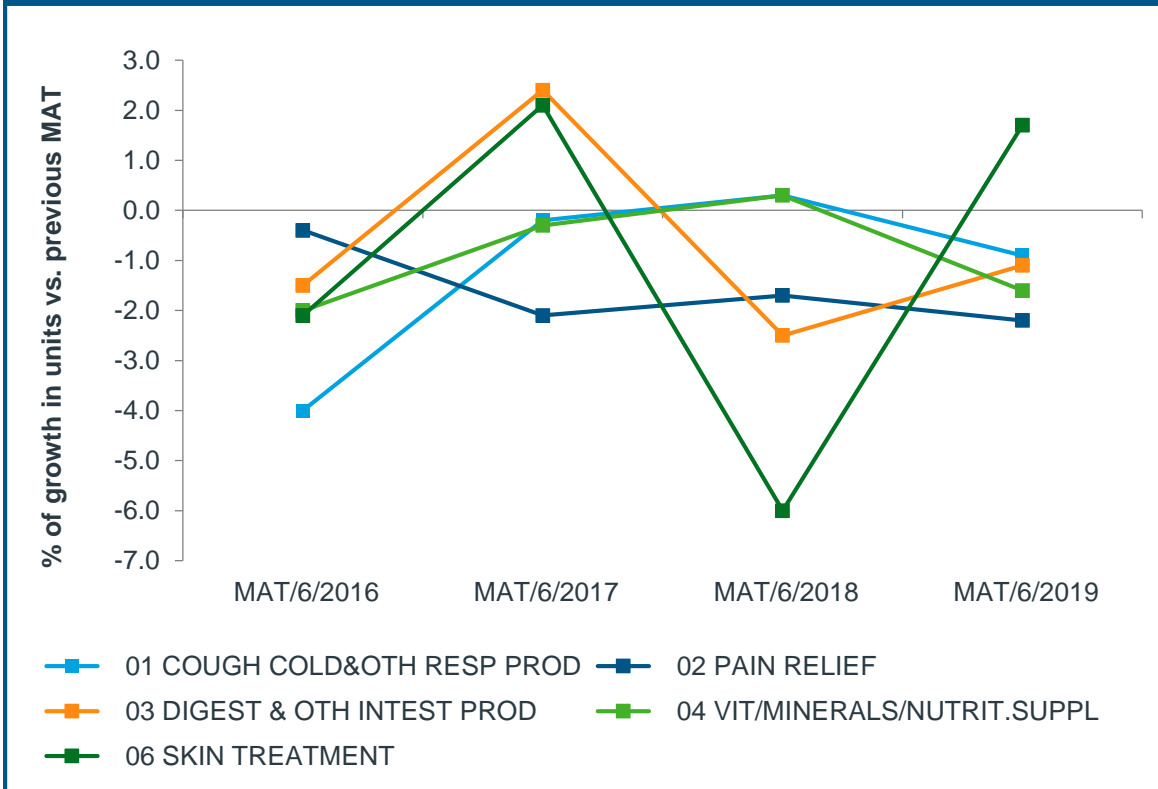
# In value, the total CH market grows with 1,2%, where Personal Care is growing with 3,8,%



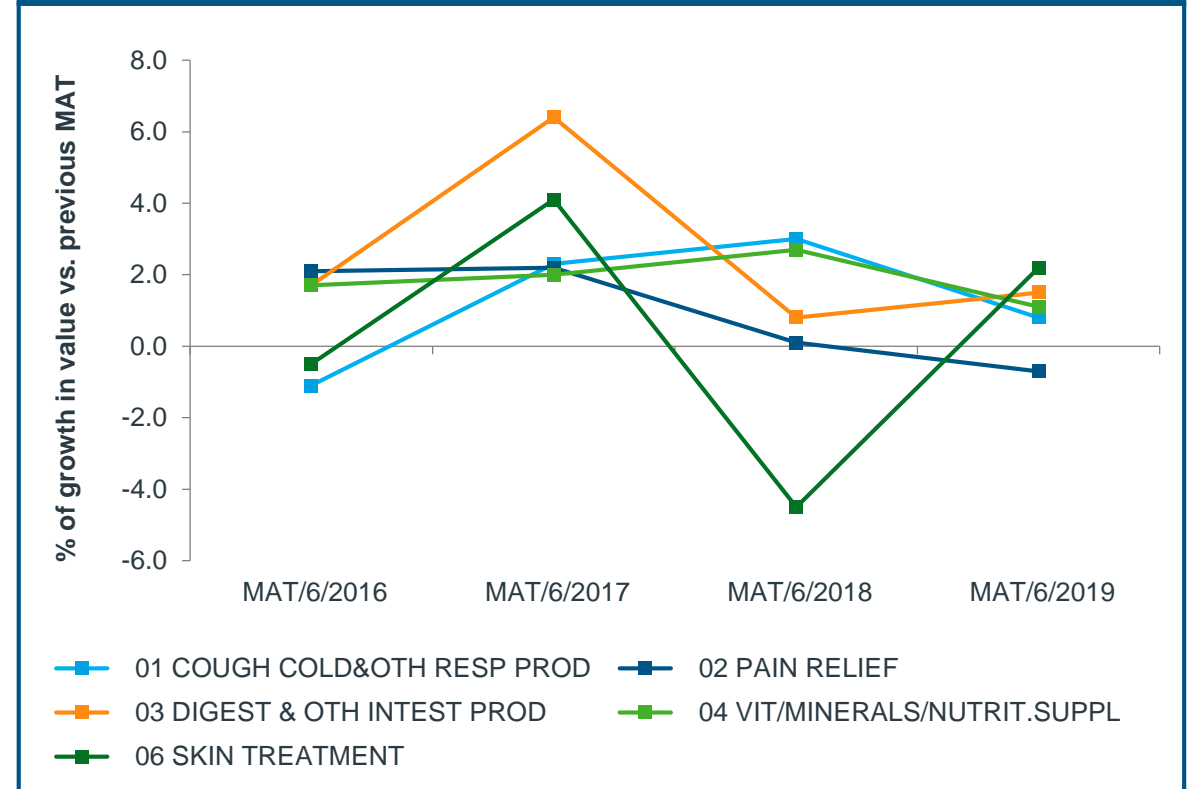
Source: IQVIA – CH Audits – Selling Out data

# Top 5 OTC classes sales evolution

## Sales Evolution – Units



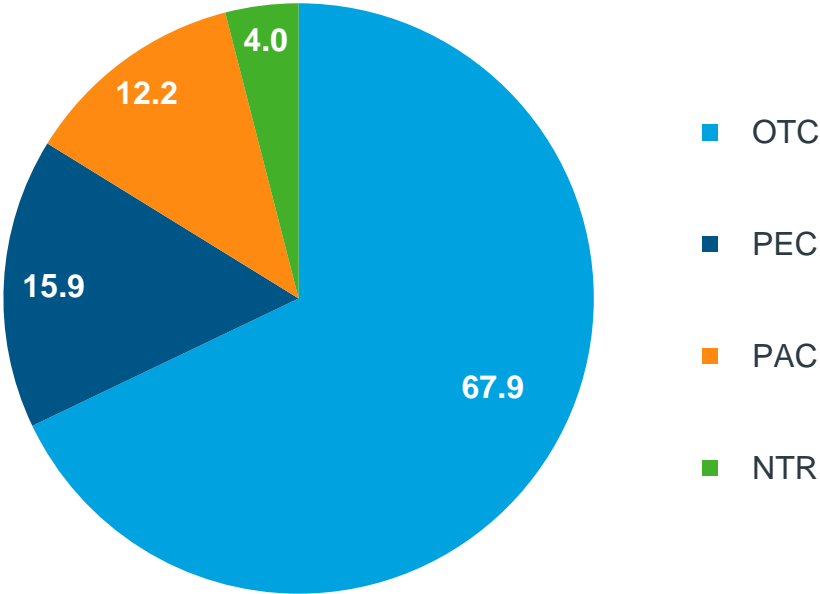
## Sales Evolution – Value



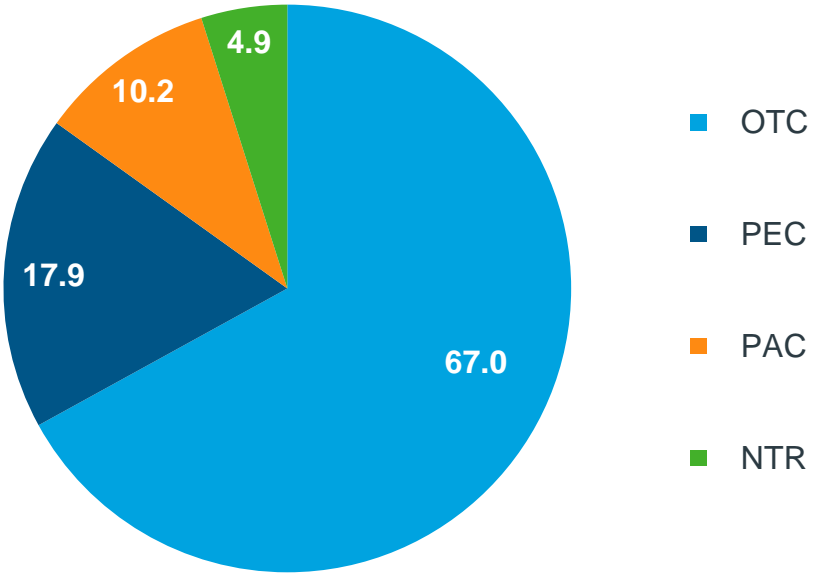
Source: IQVIA – CH Audits – Selling Out data

# 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/06/2019



Market Share in Value – MAT/06/2019



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/05/2019	% of the CH Market	Top 10 Best Selling OTC2 classes in value	Value abs. MAT/05/2019	% of the CH Market
02A GENERAL PAIN RELIEF	17.860.350	11,1	02A GENERAL PAIN RELIEF	152.252.432	7,6
01B COLD REMEDIES	11.341.838	7,1	01B COLD REMEDIES	90.675.912	4,5
01A COUGH PRODUCTS	7.006.278	4,4	04F MINERAL SUPPLEMENTS	67.303.464	3,3
01C SORE THROAT REMEDIES	5.431.065	3,4	02E MUSCULAR PAIN RELIEF	64.107.992	3,2
03C LAXATIVES	5.237.405	3,3	07A EYE CARE	63.609.636	3,2
07A EYE CARE	4.493.873	2,8	01A COUGH PRODUCTS	62.474.428	3,1
02E MUSCULAR PAIN RELIEF	3.626.735	2,3	35G MILK PRDS FOR CHILDREN	60.989.128	3,0
04E OTHER SPECIFIC VITAMINS	3.519.912	2,2	03C LAXATIVES	59.048.728	2,9
35G MILK PRDS FOR CHILDREN	3.086.309	1,9	01C SORE THROAT REMEDIES	45.184.520	2,2
04F MINERAL SUPPLEMENTS	3.055.797	1,9	02G JOINT CARE PRODUCTS	42.534.624	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/06/2019)
13	CALM/SLEEP&MOOD ENHANC PD	11.880
30	ENTERAL NUTRITION PRD	11.057
06	SKIN TREATMENT	8.633
08	EAR CARE	5.438
17	HABIT TREATMENT	3.691
47	ADVANCED DRESSINGS	2.509
35	BABY FOODS	1.352
58	ORTHOPAED/ANTIRHEUM AID	827
46	WOUND CARE	414
91	PERSONAL HYGIENE ACCESSOR	385

Fastest growing OTC1 classes in Rx sales		Rx sales Growth in abs. value (MAT/06/2019)
53	PRDS FOR BLADDER PROBLEMS	2.661.876
04	VIT. MIN. & NUTRIT. SUPPS	1.834.142
13	CALM/SLEEP&MOOD ENHANC PD	331.996
17	HABIT TREATMENT	193.794
06	SKIN TREATMENT	164.673
08	EAR CARE	150.741
47	ADVANCED DRESSINGS	144.659
57	MEDICAL/SURGICAL AID	122.270
66	CONTRACEPTION	79.425
40	TRADITIONAL DRESSINGS	79.276

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/05/2019	% Growth in units	Top 10 Best Selling Products	Value abs. MAT/05/2019	% Growth in value
DAFALGAN	6.718.191	-3,4	DAFALGAN	63.958.847	-2,6
D-CURE	2.537.615	-4,8	VOLTAREN EMULGEL	27.172.258	-1,4
NUROFEN	2.379.310	-3,0	D-CURE	25.471.655	-2,0
ASAFLOW	2.144.596	0,2	NUROFEN	23.767.313	-1,4
ISO-BETADINE	1.939.255	5,9	ASAFLOW	20.084.120	0,2
RHINATHIOL	1.747.011	-1,9	OMNIBIONTA	17.281.002	-5,8
PERDOLAN	1.650.406	-4,2	STEOVIT	15.826.953	4,3
OTRIVINE	1.623.440	5,3	IMODIUM	14.226.342	4,4
SOFRASOLONE	1.447.280	-2,2	DAFLON	14.078.051	8,6
SINUTAB	1.409.746	2,0	ISO-BETADINE	13.764.941	5,6

Source: IQVIA – CH Audits – Selling Out data

\*Analysis done on brandlevel™