

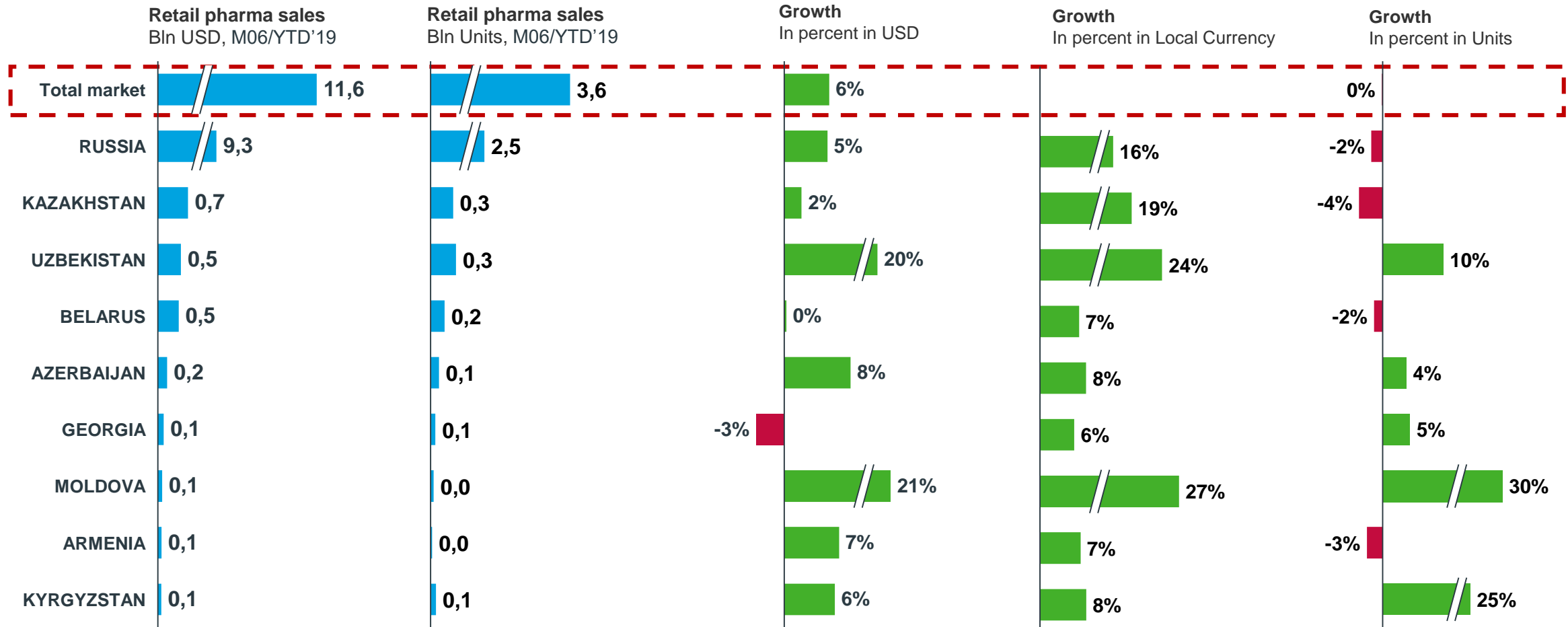


# Facts from IQVIA

M06 2019

# EAEU & CIS, Russia Countries ranking in January-June 2019, Total market, Value in Bln. USD and Units

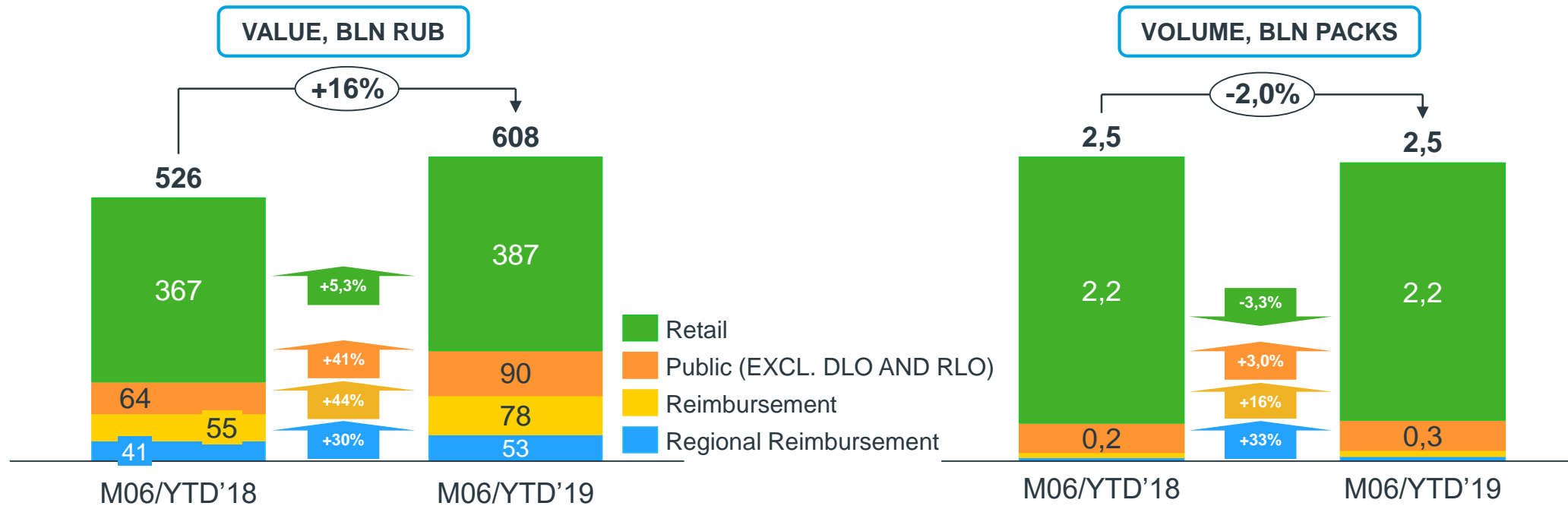
Total Market increases by 6% in USD and decreases by 0,3% in volume





# Russian pharma market growth in January-June 2019

Market grew by 16% in value and decreased by 2,0% in volume

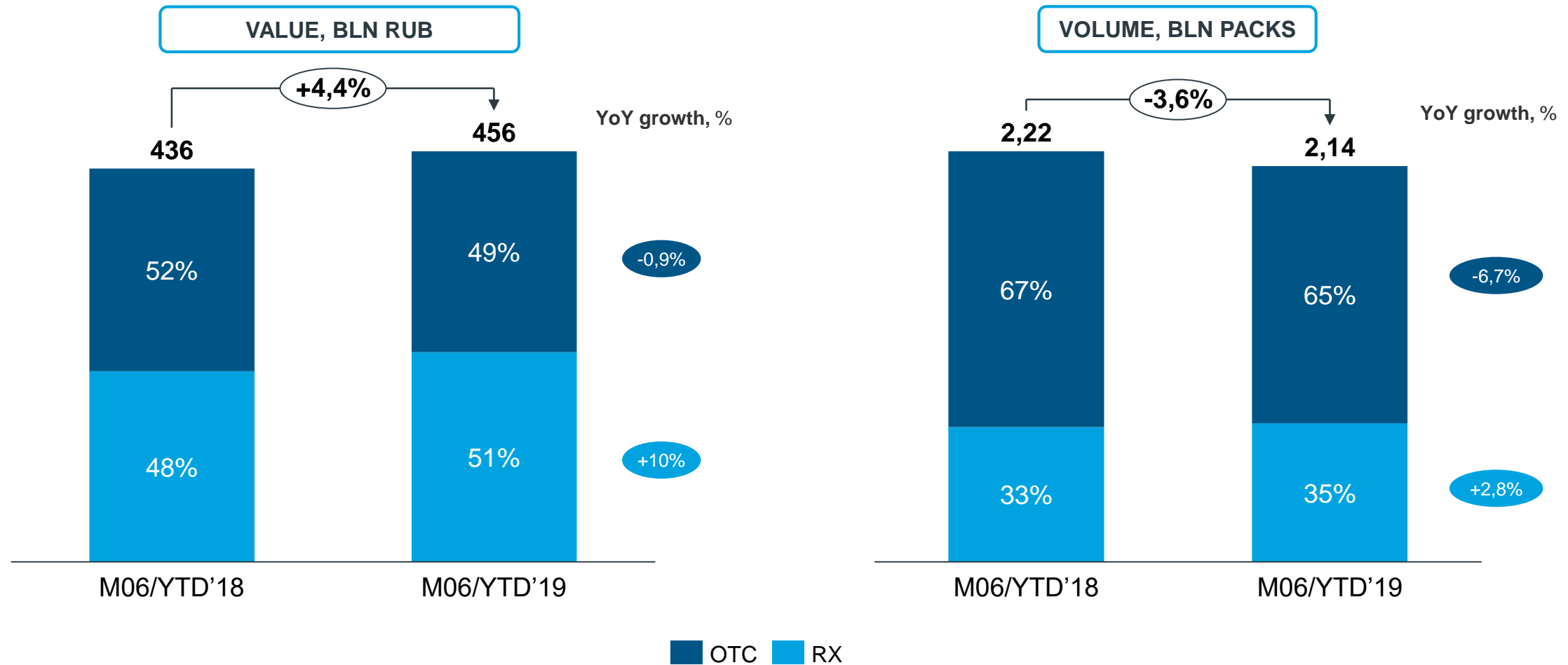


Indicator	RUB	USD	EUR	PACKS
Value M06/YTD'19, Bln.	608	9,3	8,3	2,5
Growth M06/YTD'19%	▲ 16%	▲ 5,3%	▲ 13%	▼ -2,0%



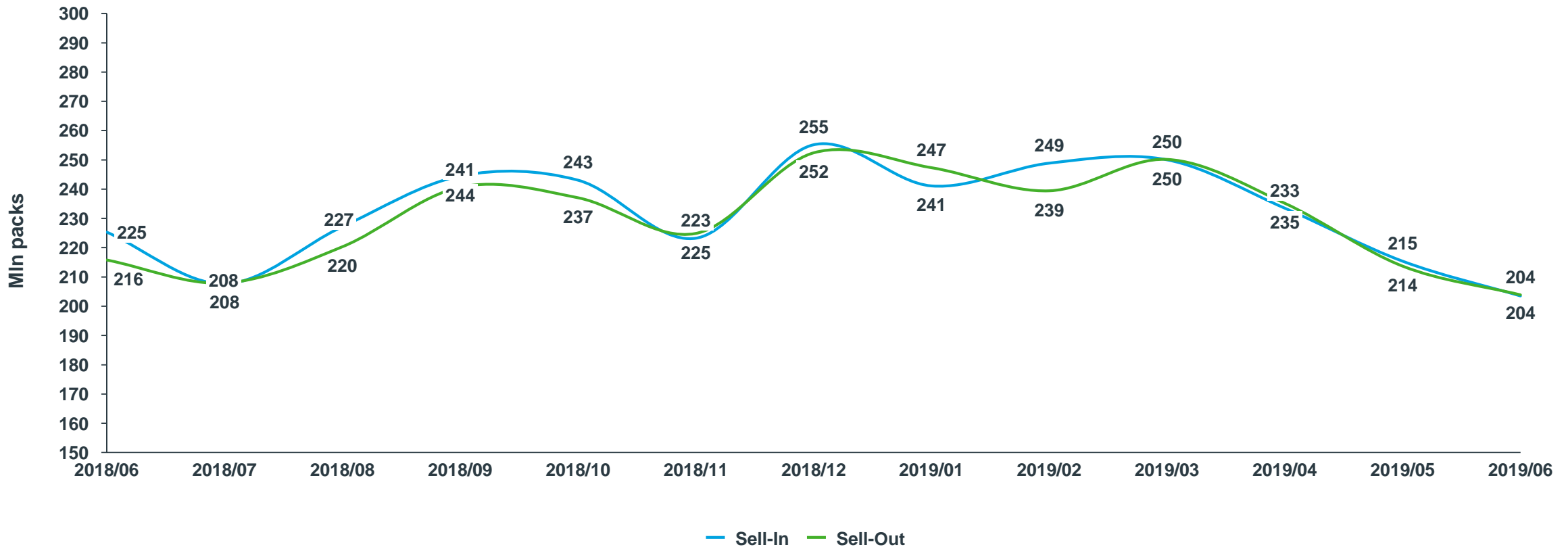
# Russian pharma market growth in January-June 2019

*Retail Sell-Out: Market grew by 4,4% in value and decreased by 3,6% in volume*



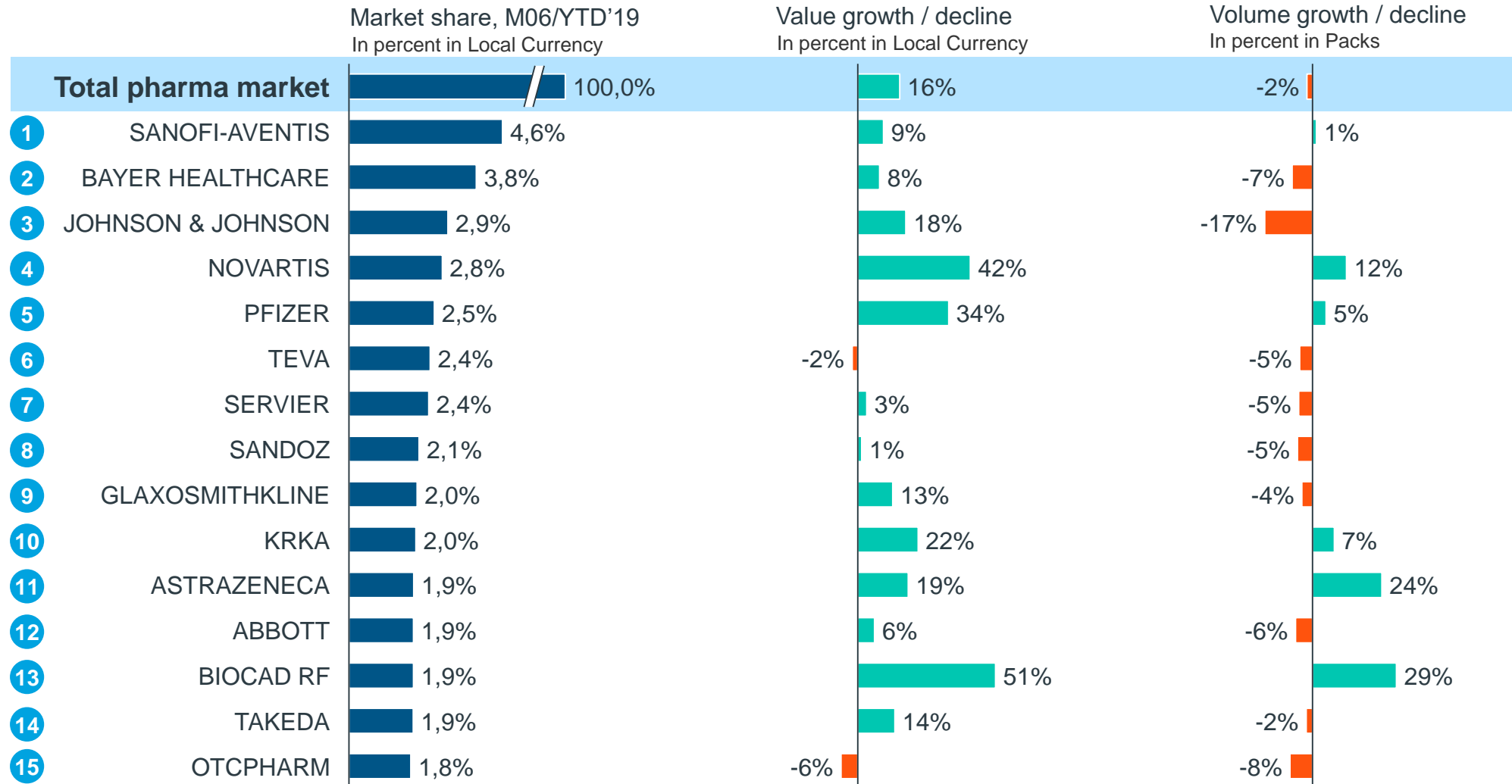


# Sell-In vs Sell-Out, OTC registered drugs



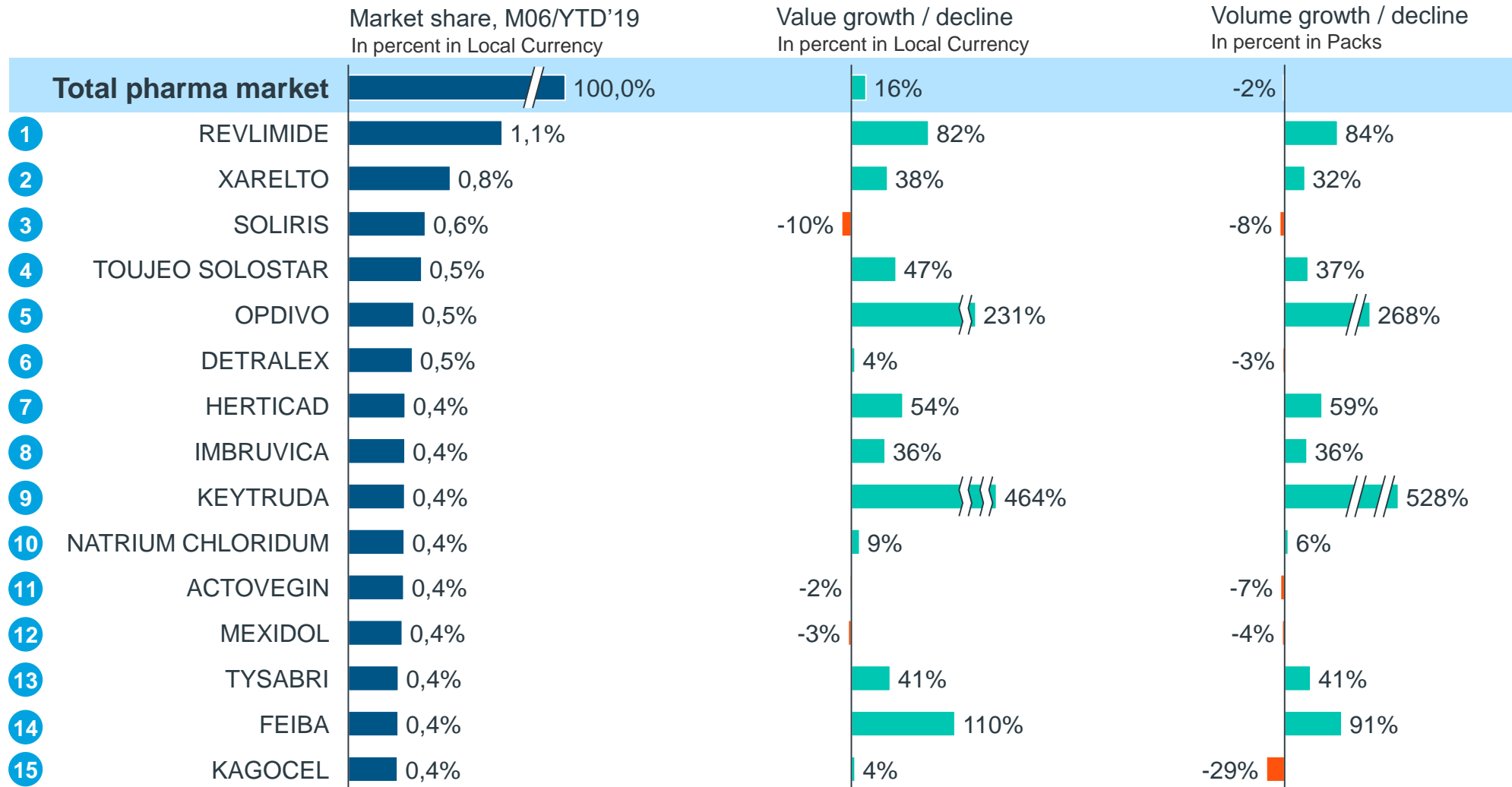


# TOP-15 corporations on Russian market, January-June 2019

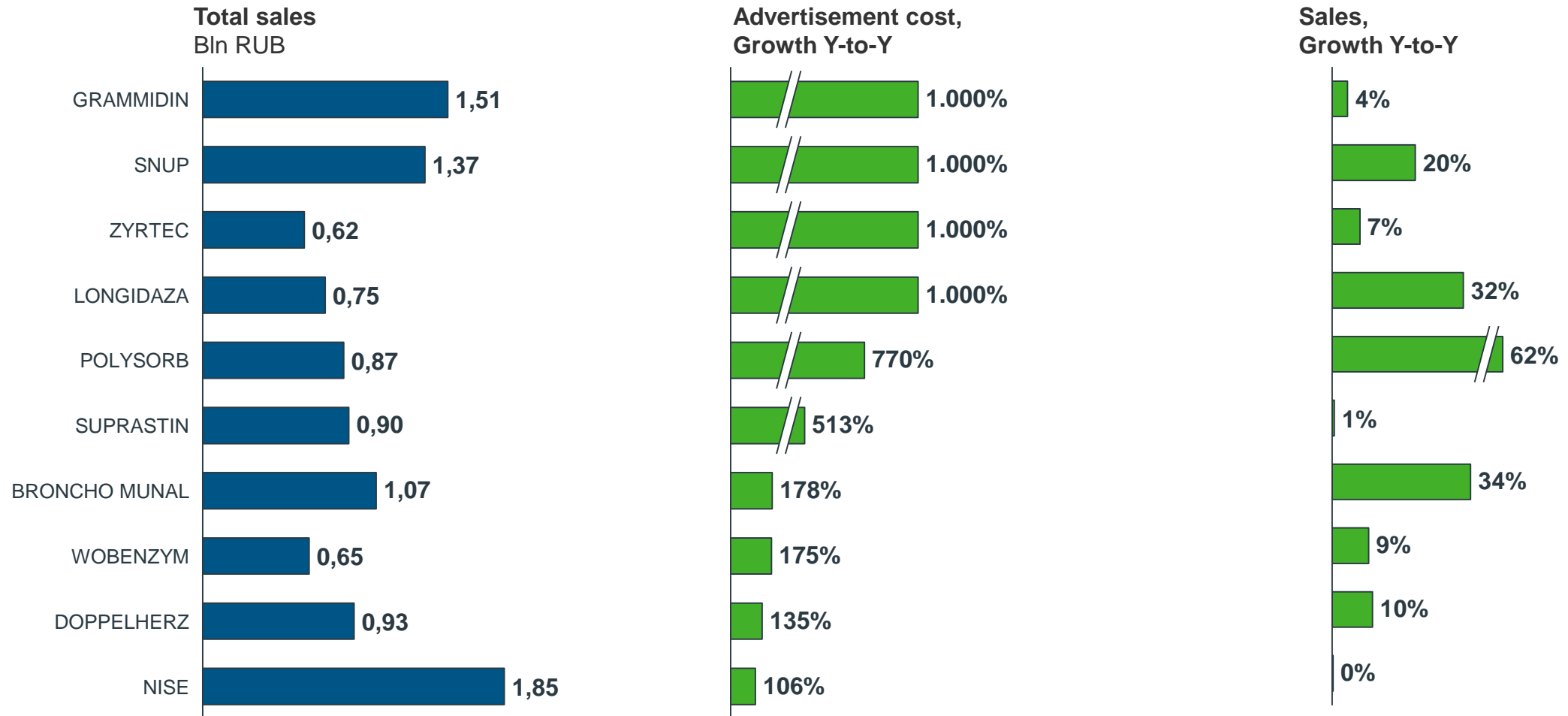




# TOP-15 brands on Russian market, January-June 2019



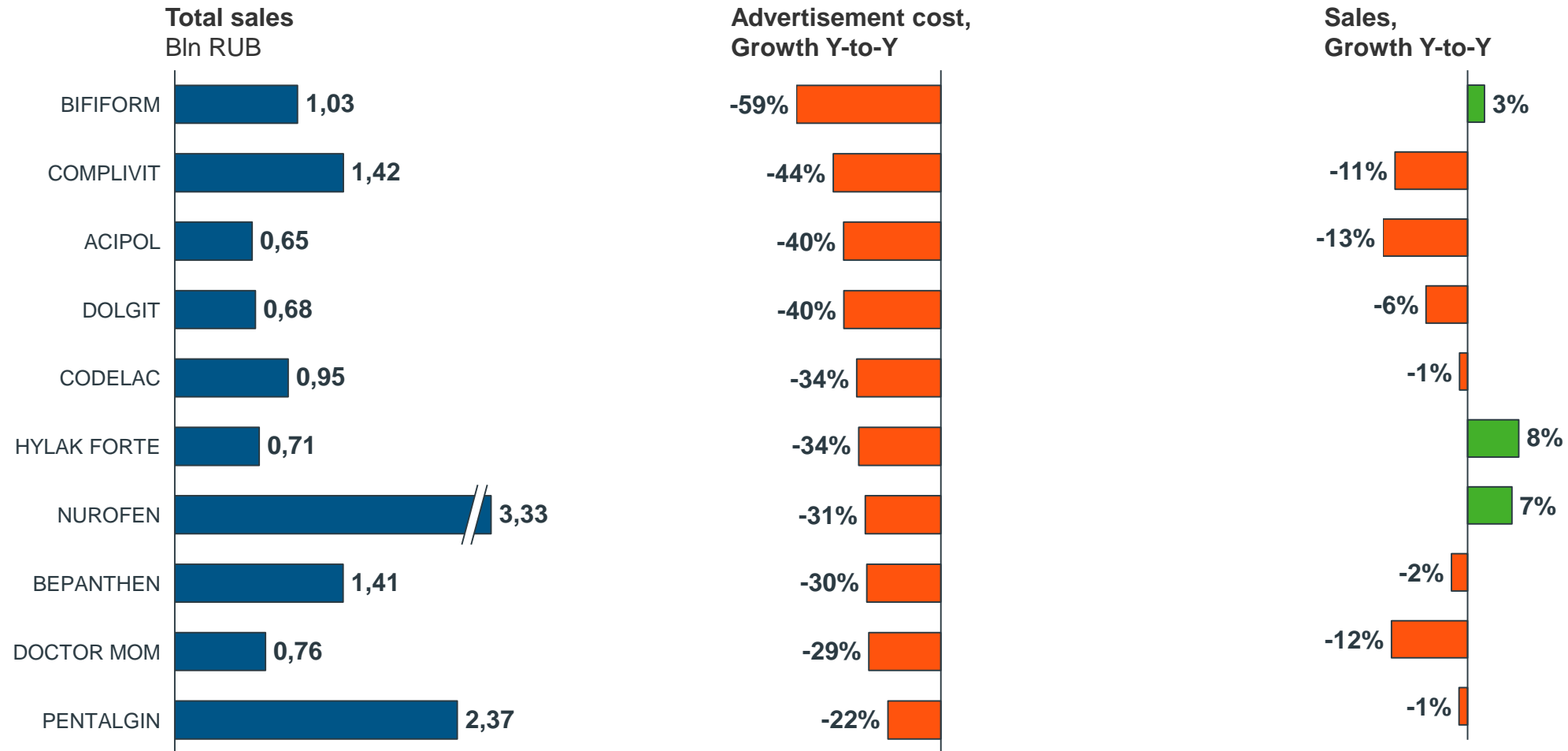
# TOP-10 products by growth in advertisement investments in January-June 2019



The rank is calculated among TOP-200 Brands by sales with advertising cost greater than 50 mln RUB  
 Source: IQVIA databases, Pharamtrend, Mediascope data, FIN Prices



# TOP-10 products by decline in advertisement investments in January-June 2019

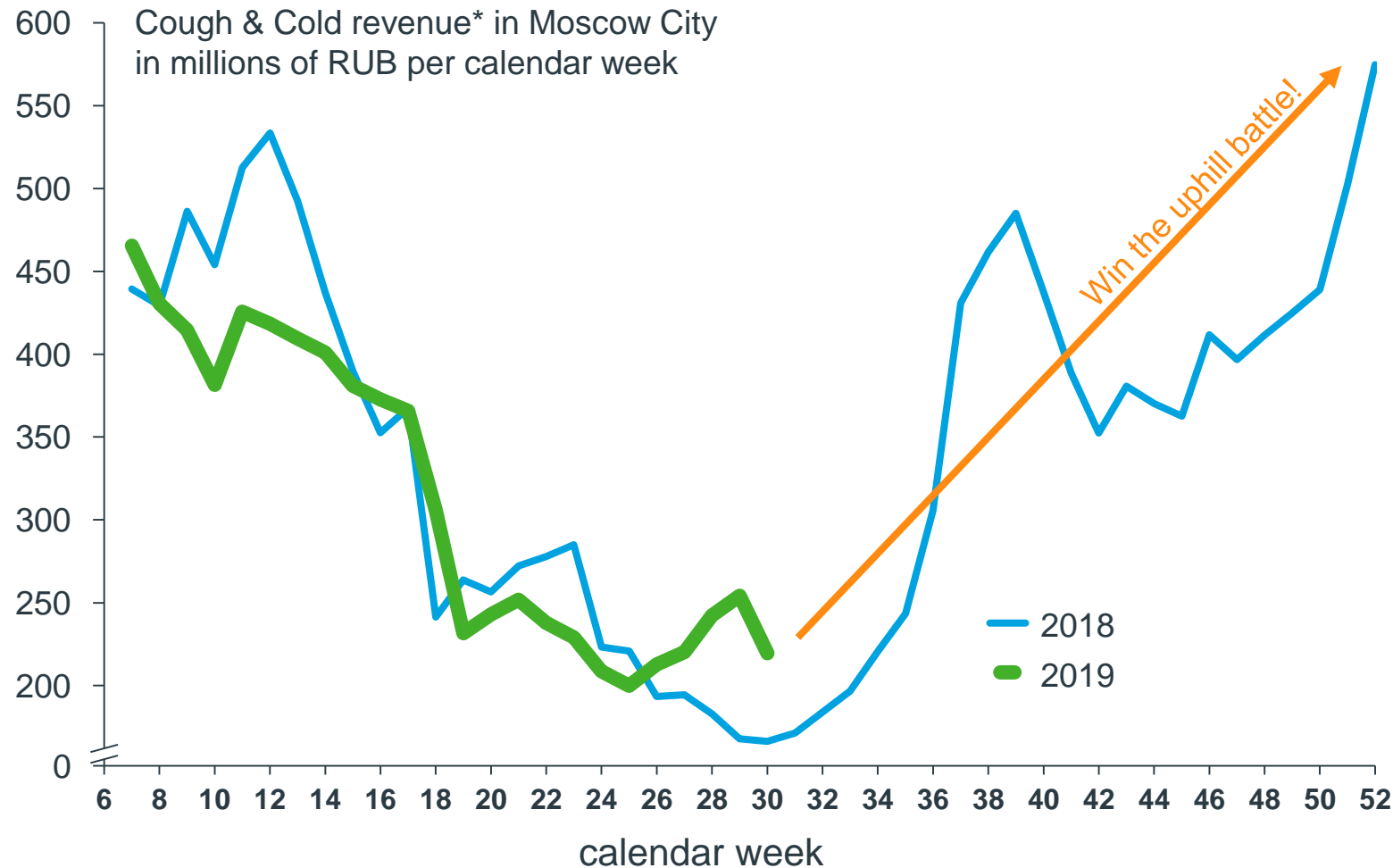


The rank is calculated among TOP-200 Brands by sales with advertising cost greater than 50 mln RUB  
 Source: IQVIA databases. Pharamtrend, Mediascope data, FIN Prices

# Prepare for the cough & cold season – last one was the poorest in years and again companies have booked millions investments



*PharmaTrend weekly can help you make valuable investment decisions right in time*



- Major **media investments** are booked long-term in advance
- But especially online activities can be flexibly adjusted **short-term**

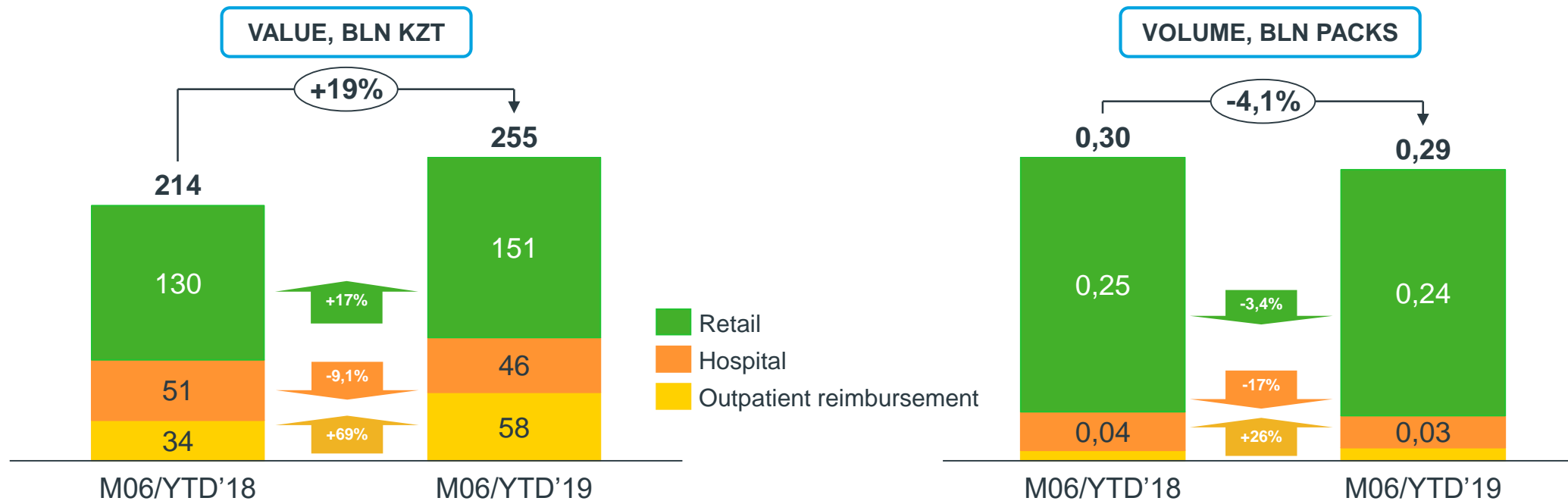
- Short-term **adjustment** requires fast reporting services as decision basis
- Ask IQVIA for **PharmaTrend weekly** to enable you to win the market with faster decisions

Adjust even your already inflexibly booked media activities (e.g. spot amendments) depending on market reaction – stay closer to the market with weekly reporting!



# Kazakhstan pharma market growth in January-June 2019

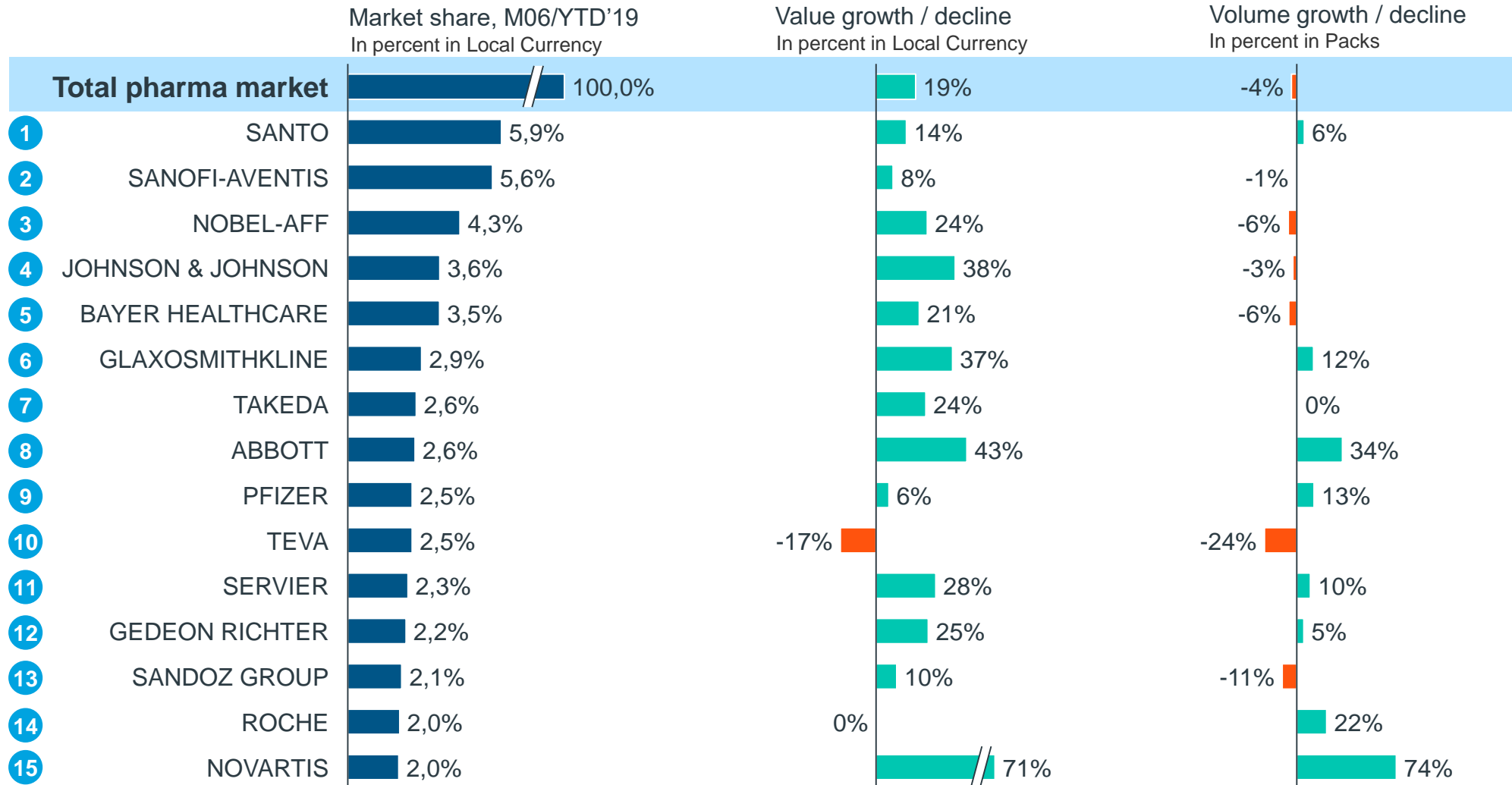
Market grew by 19% in value and decreased by 4,1% in volume



Indicator	KZT	USD	EUR	PACKS
Value M06/YTD'19, Bln.	255	0,67	0,60	0,29
Growth M06/YTD'19%	▲ 19%	▲ 2,1%	▲ 10%	▼ -4,1%

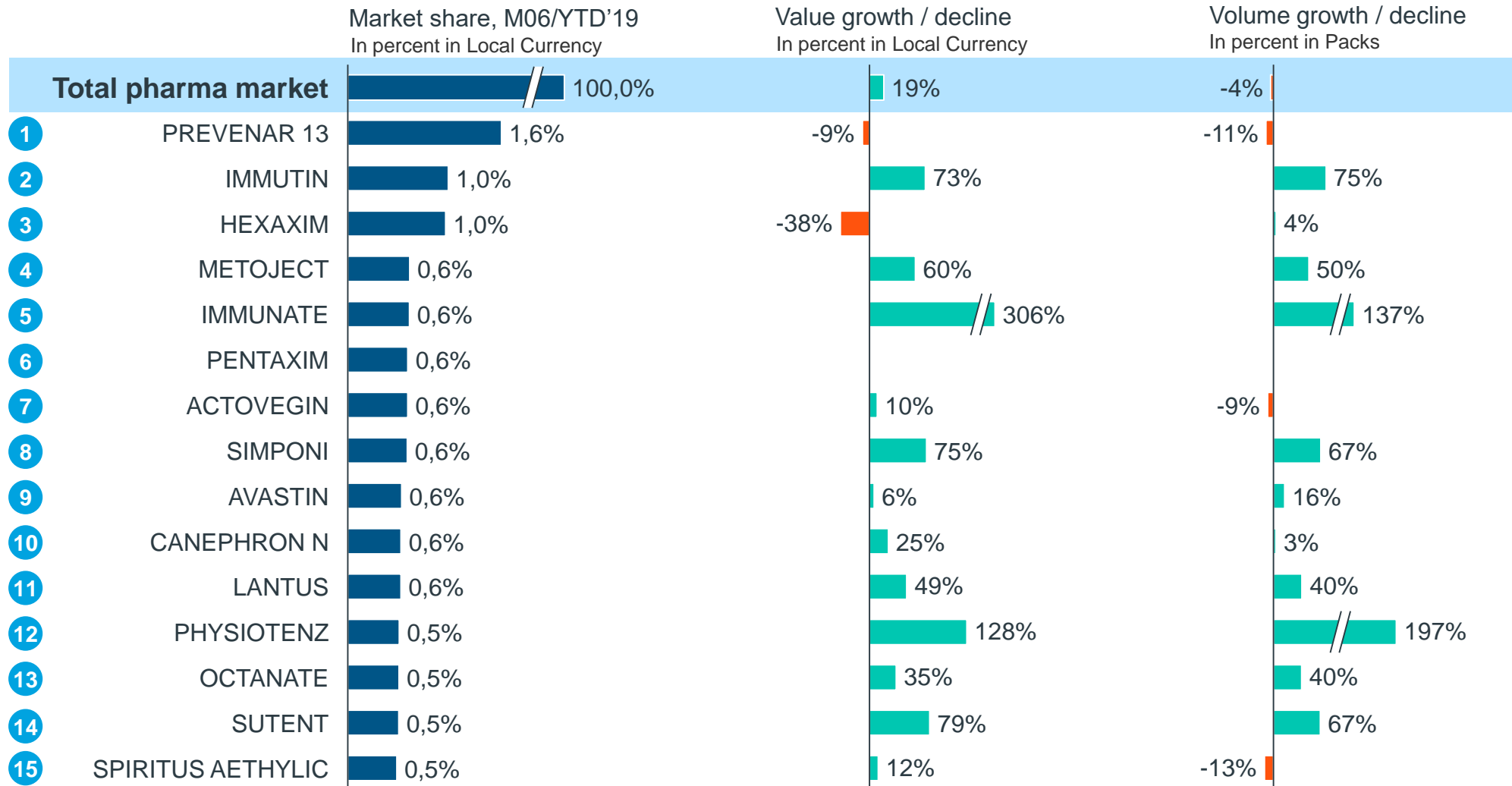


# TOP-15 corporations on Kazakhstan market, January-June 2019





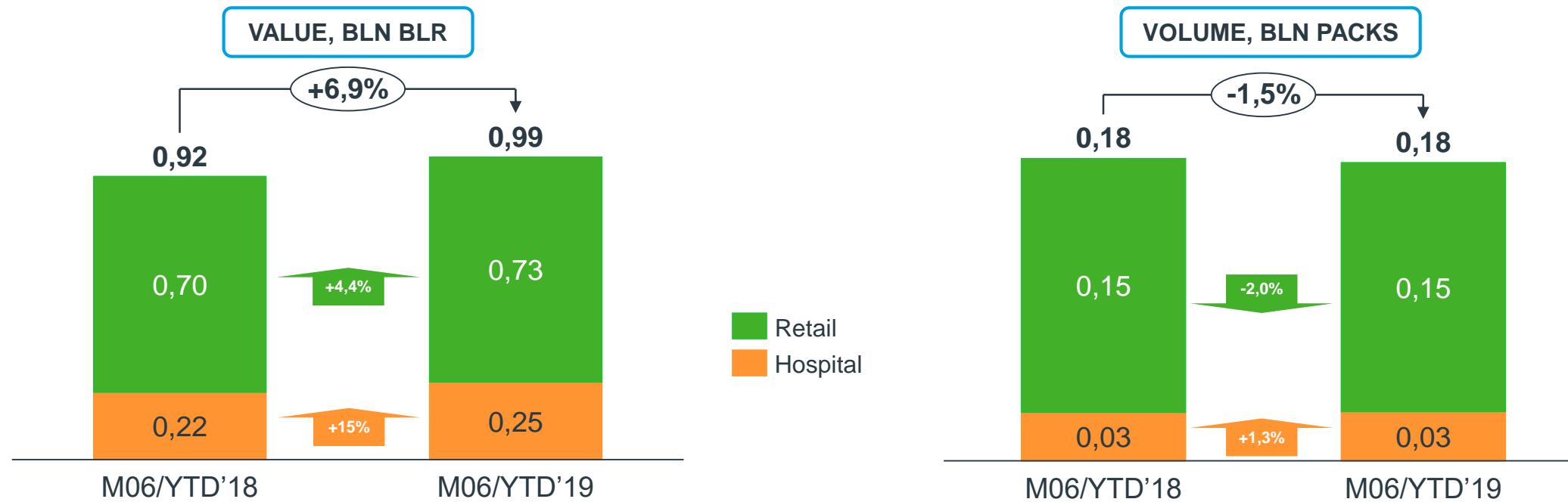
# TOP-15 brands on Kazakhstan market, January-June 2019





# Belarus pharma market growth in January-June 2019

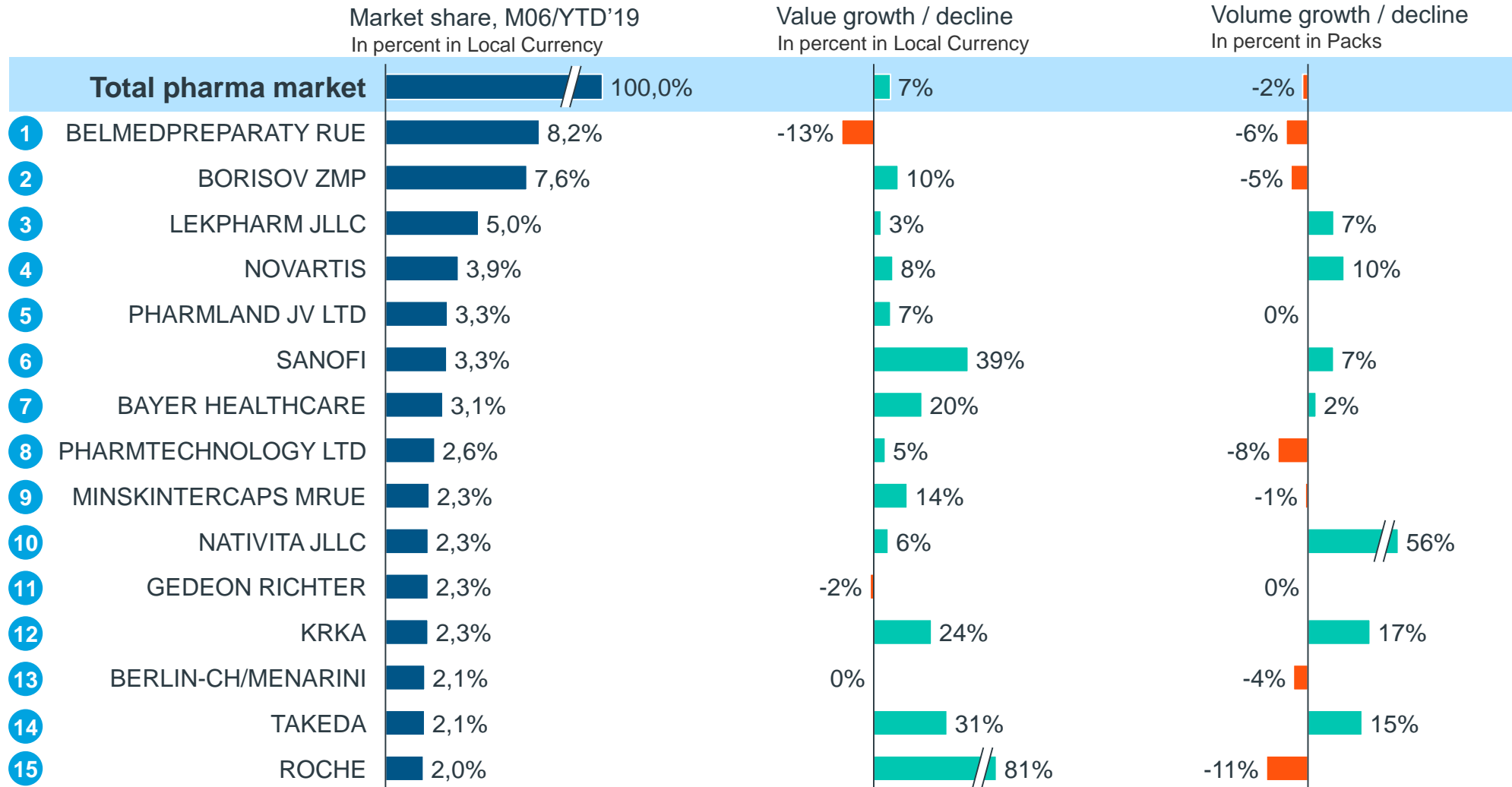
Market grew by 6,9% in value and decreased by 1,5% in volume



Indicator	BLR	USD	EUR	PACKS
Value M06/YTD'19, Bln.	0,99	0,47	0,41	0,18
Growth M06/YTD'19%	▲ 6,9%	▲ 0,3%	▲ 7,6%	▼ -1,5%

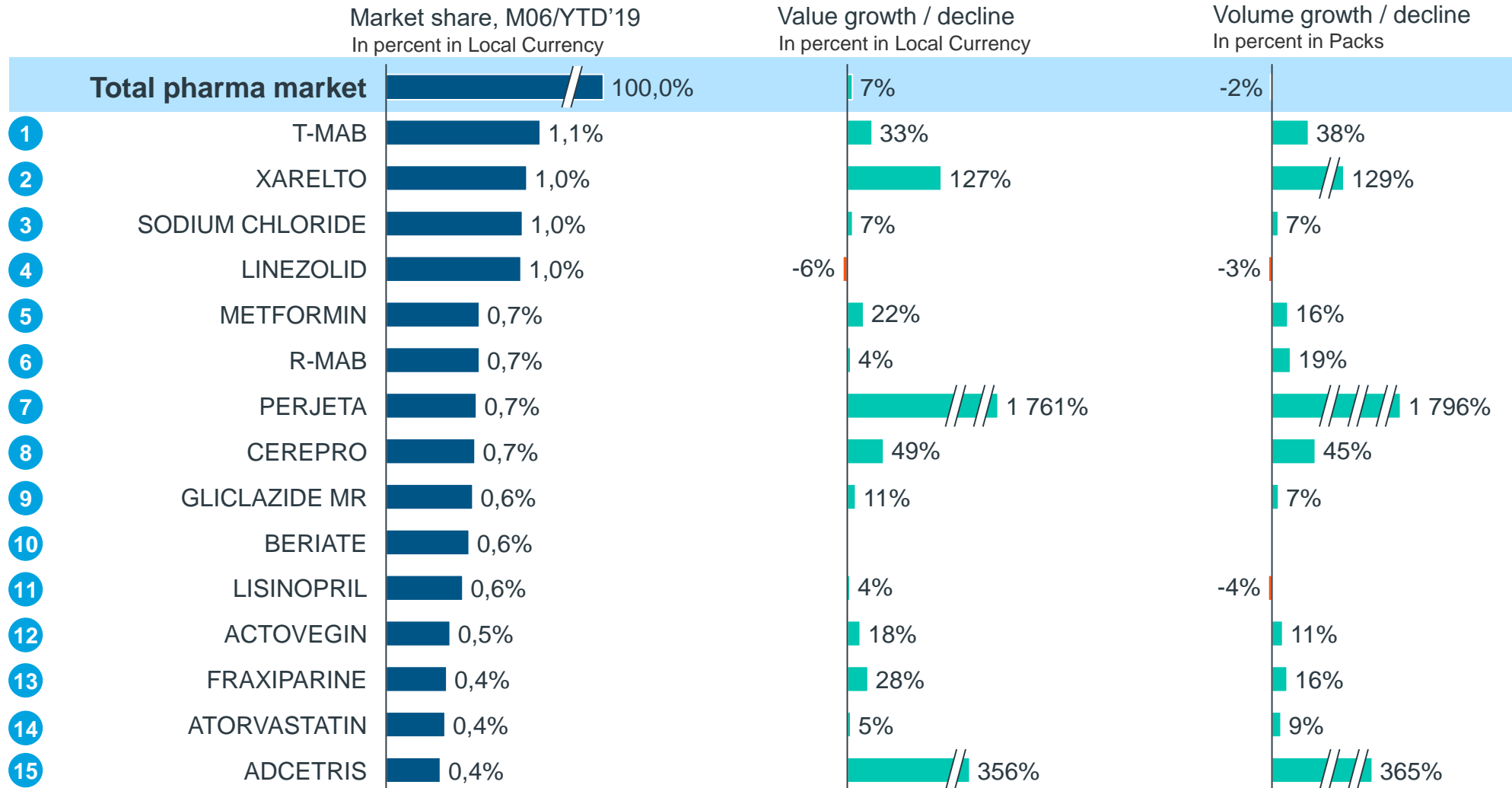


# TOP-15 corporations on Belarus market, January-June 2019





# TOP-15 brands on Belarus market, January-June 2019

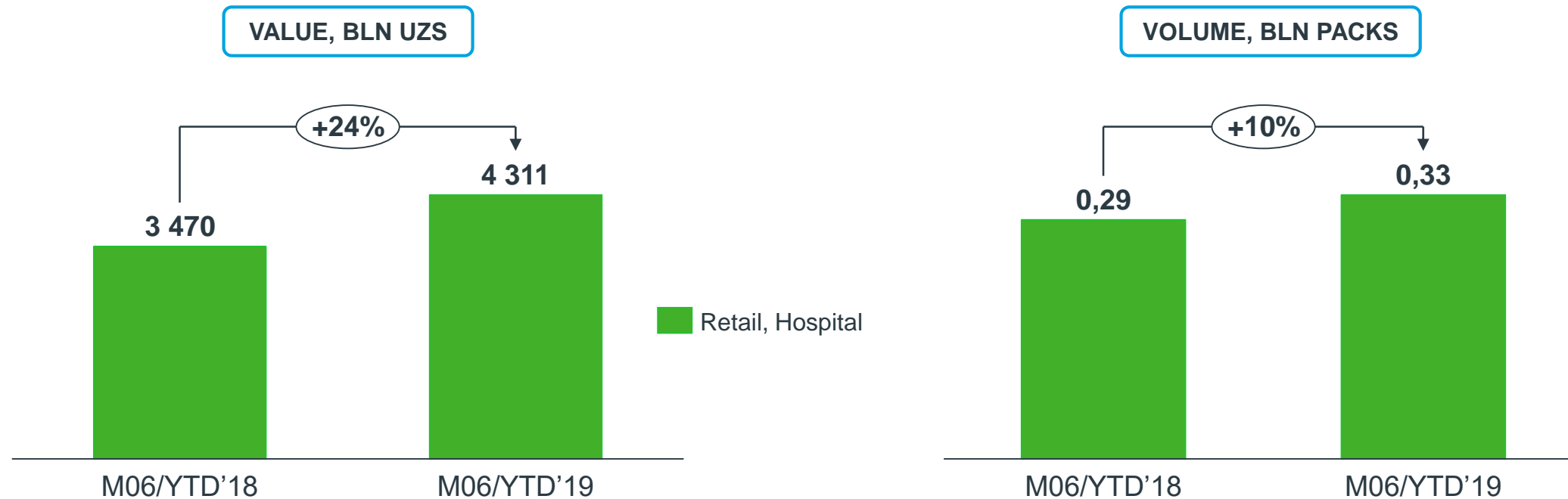






# Uzbekistan pharma market growth in January-June 2019

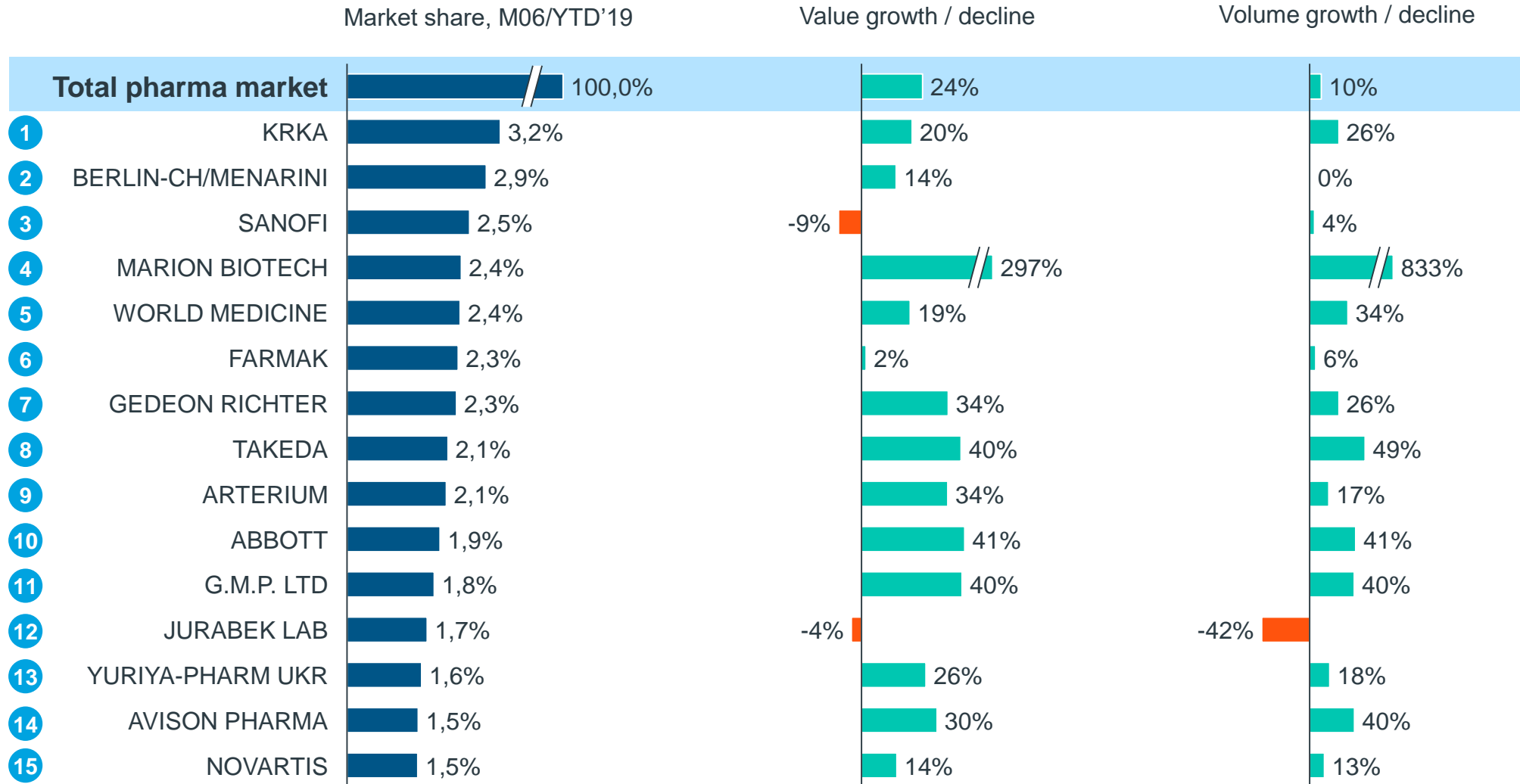
Market grew by +24% in value and by 10% in volume



Indicator	UZS	USD	EUR	PACKS
Value M06/YTD'19, Bln.	4 311	0,51	0,45	0,33
Growth M06/YTD'19%	▲ 24%	▲ 20%	▲ 28%	▲ 10%

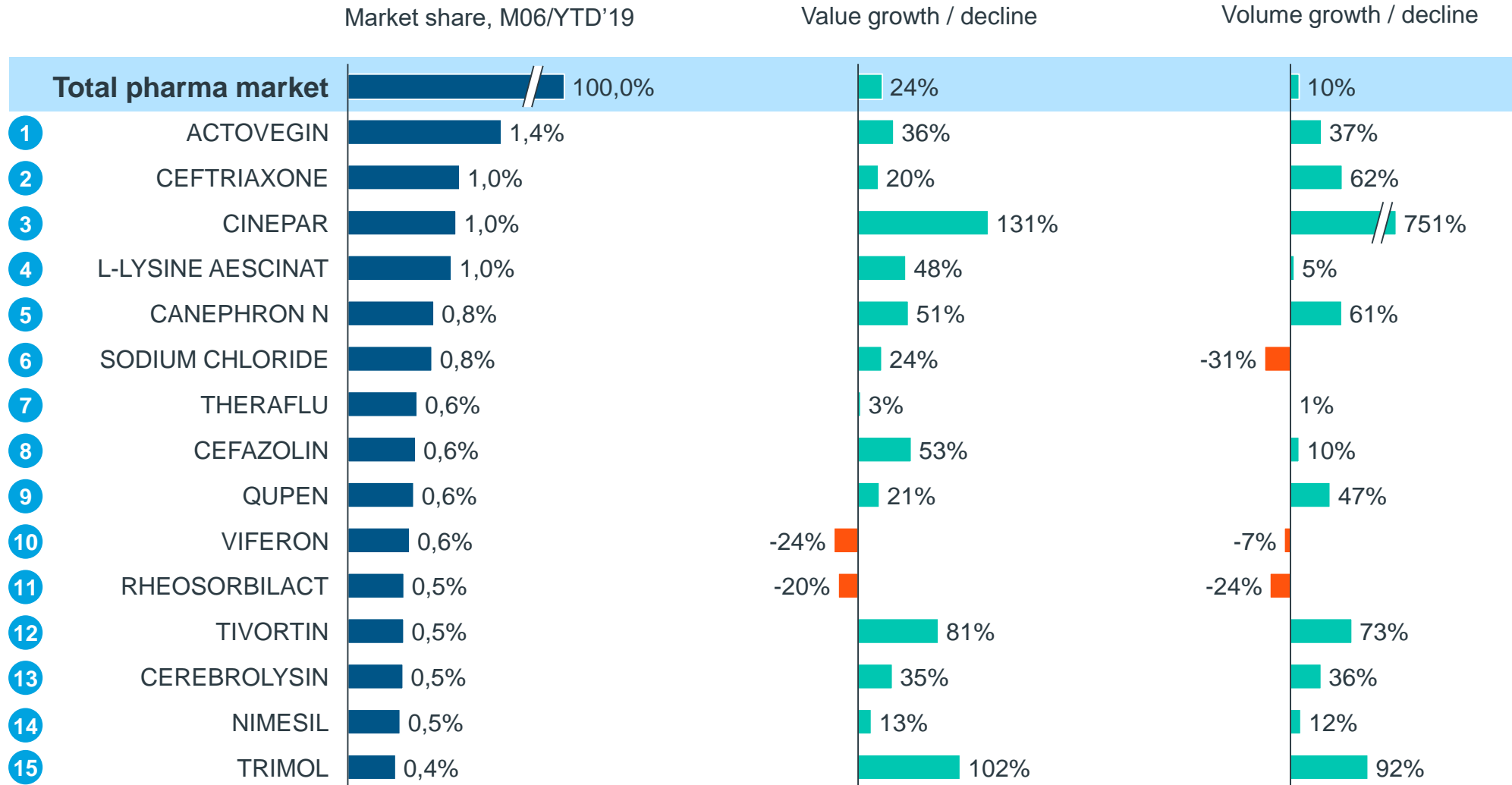


# TOP-15 corporations on Uzbekistan market, January-June 2019





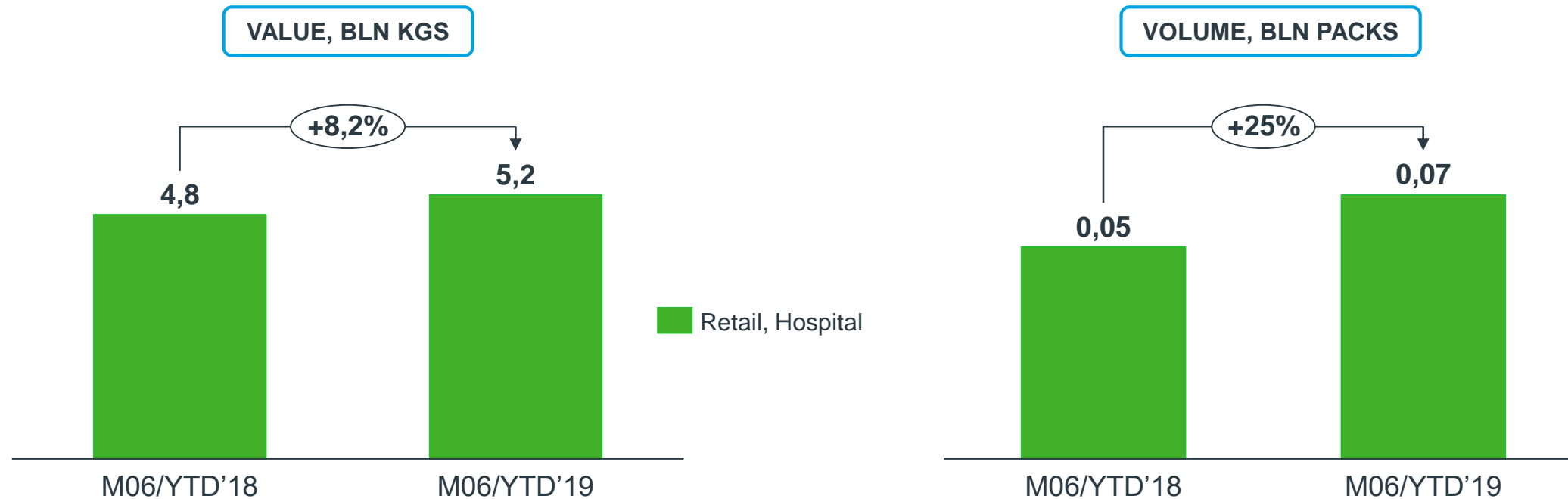
# TOP-15 brands on Uzbekistan market, January-June 2019





# Kyrgyzstan pharma market growth in January-June 2019

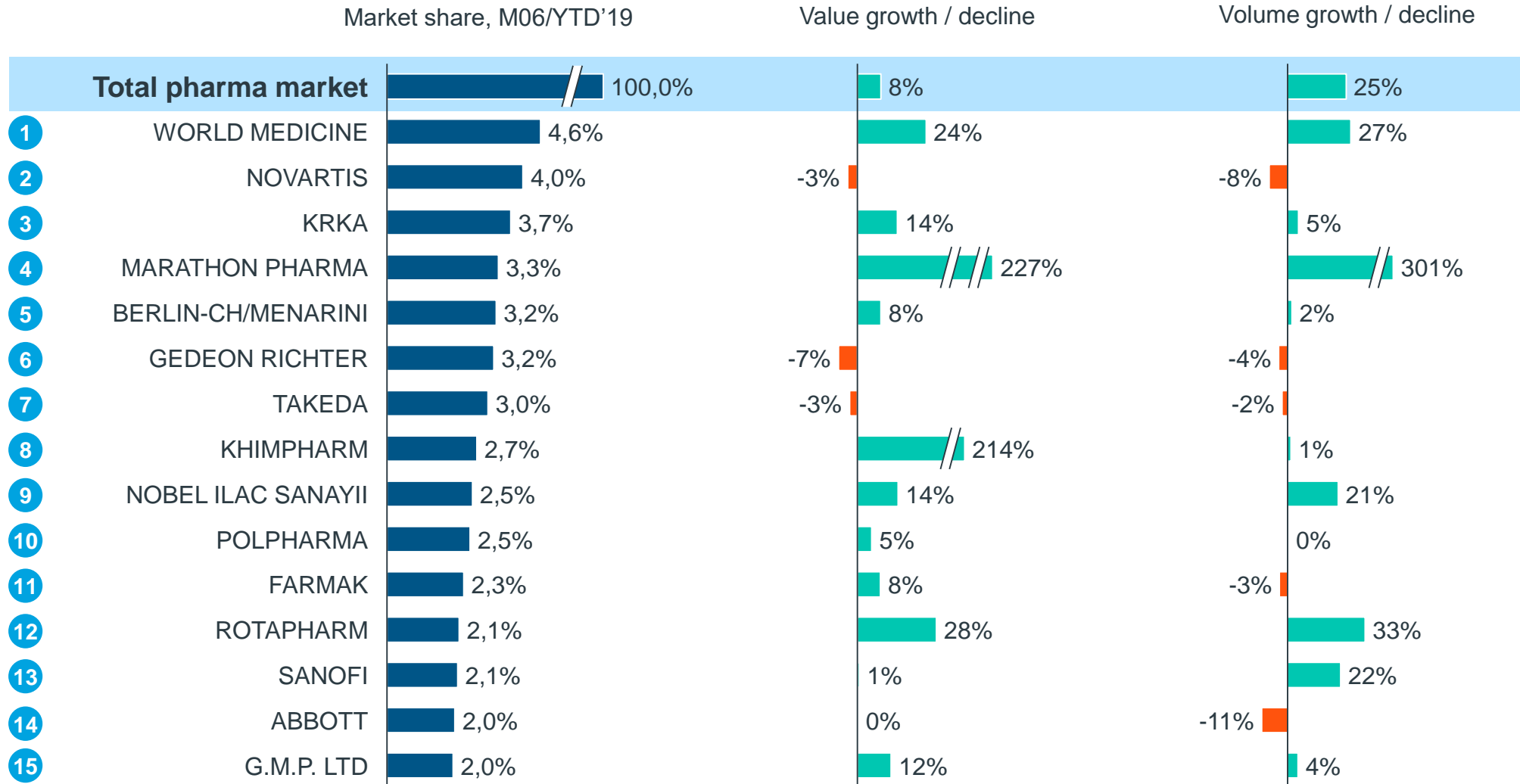
Market grew by 8,2% in value and by 25% in volume



Indicator	KGS	USD	EUR	PACKS
Value M06/YTD'19, Bln.	5,2	0,08	0,07	0,07
Growth M06/YTD'19%	▲ 8,2%	▲ 6,3%	▲ 14%	▲ 25%

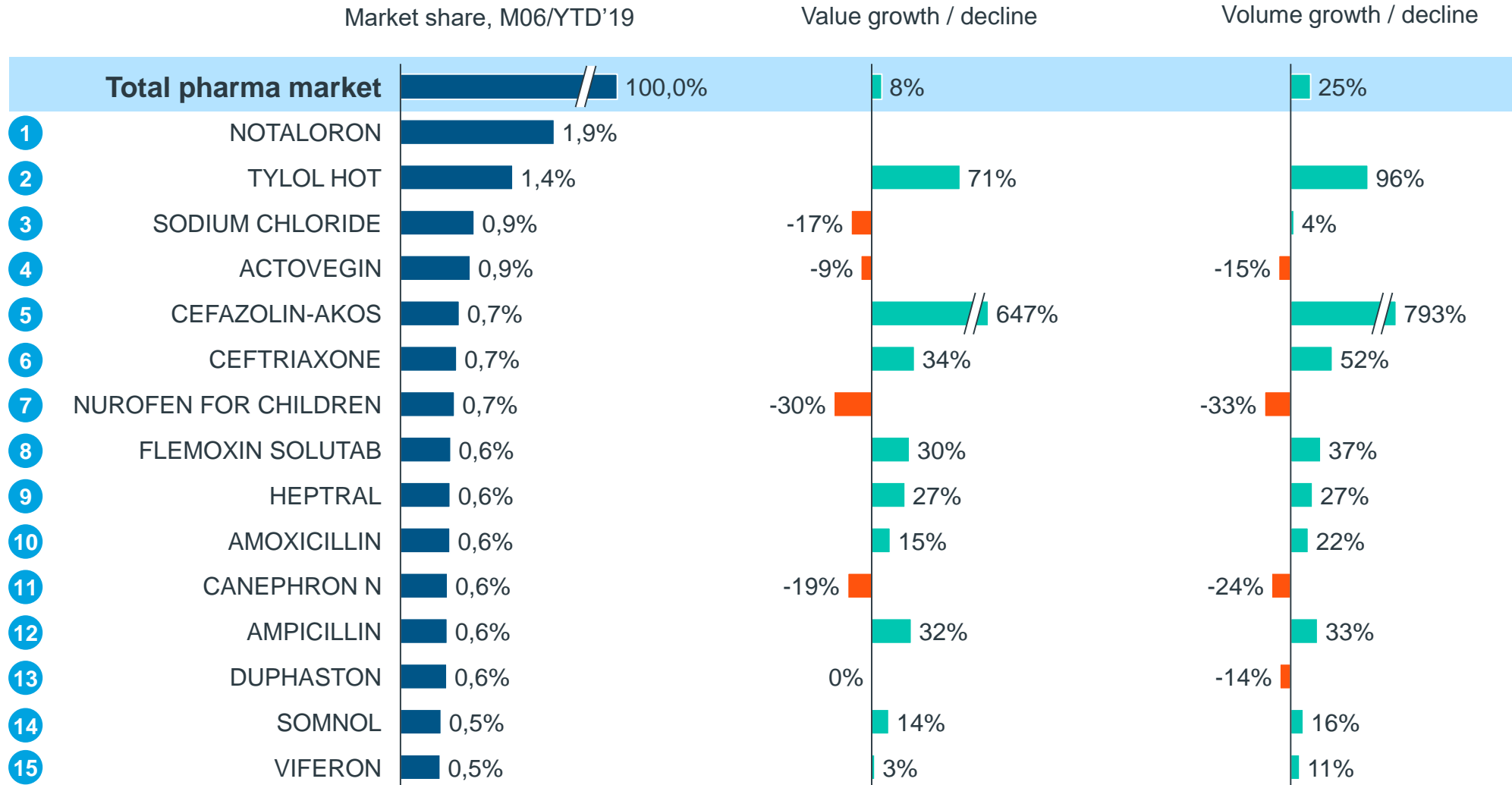


# TOP-15 corporations on Kyrgyzstan market, January-June 2019





# TOP-15 brands on Kyrgyzstan market, January-June 2019



# Please Contact Us for More Information



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