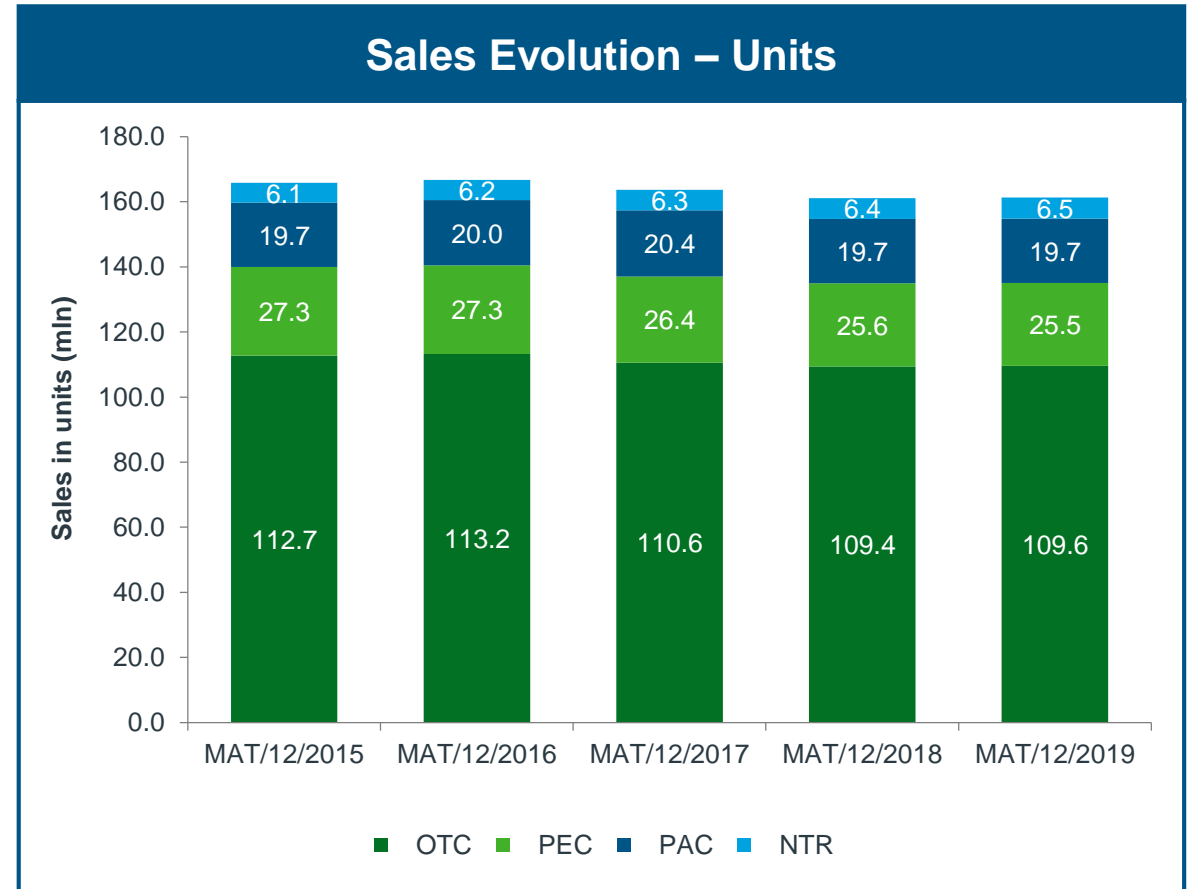
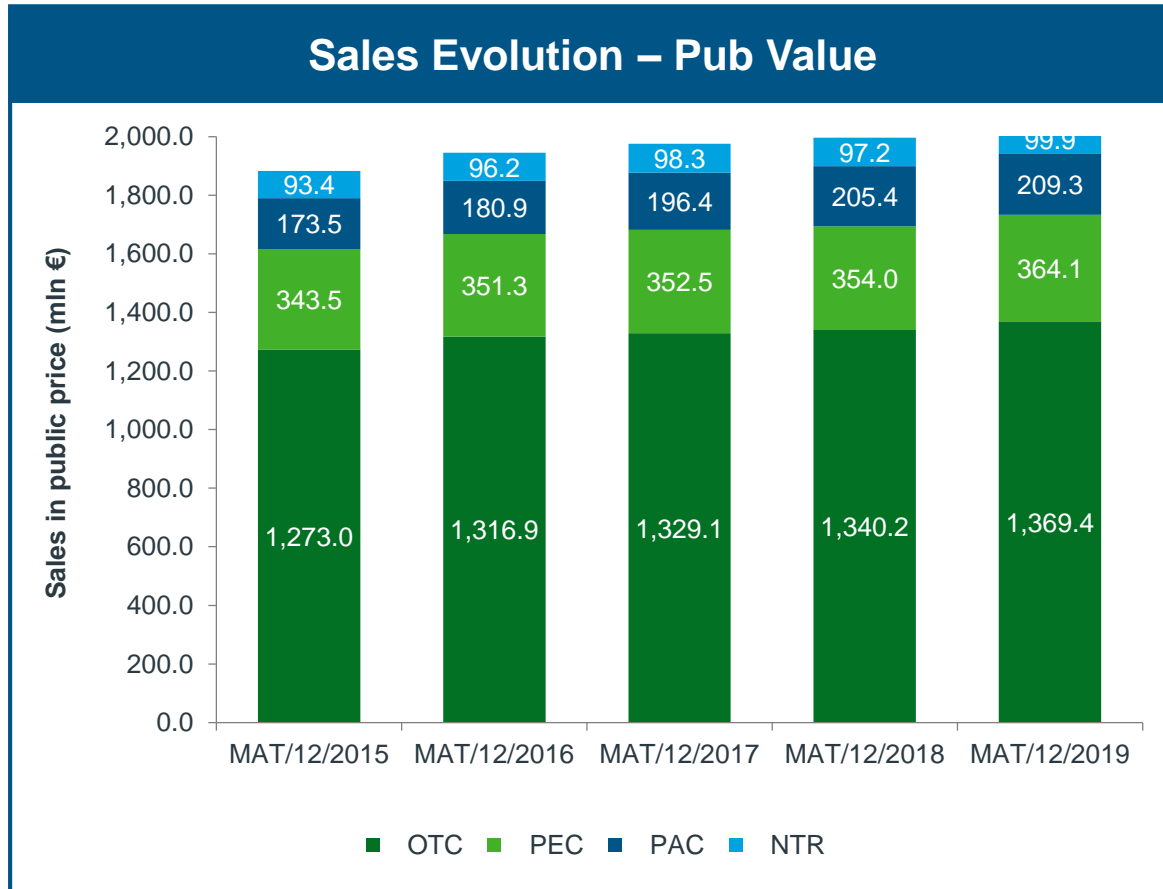
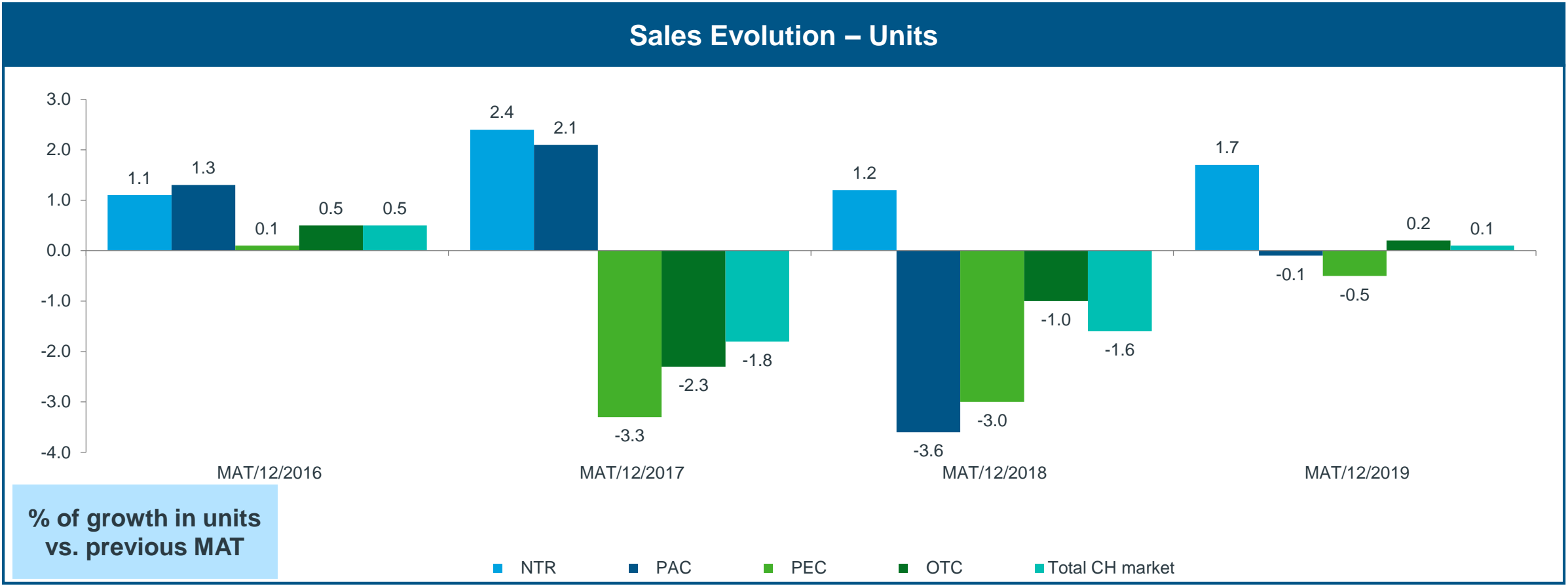


# The Belgian Consumer Health market is worth €2,04 billion



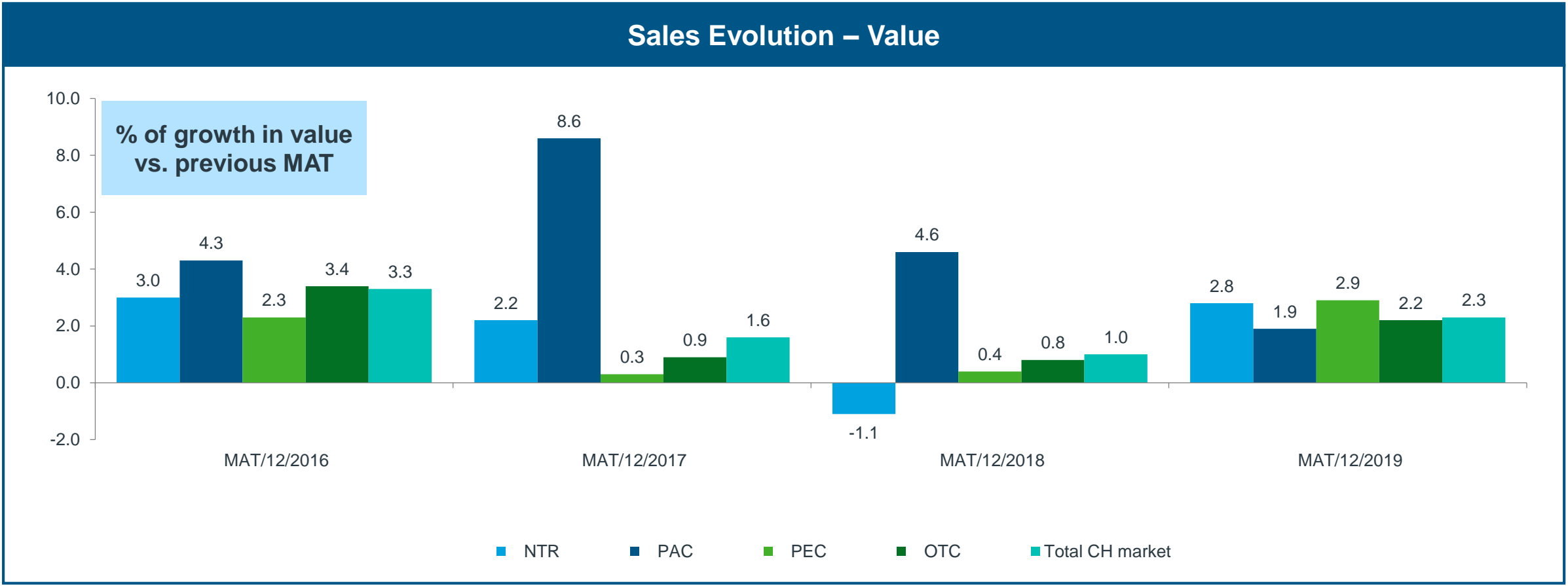
Source: IQVIA – CH Audits – Selling Out data

# The total CH market is flat while the NUT market is growing with 1,7% in units



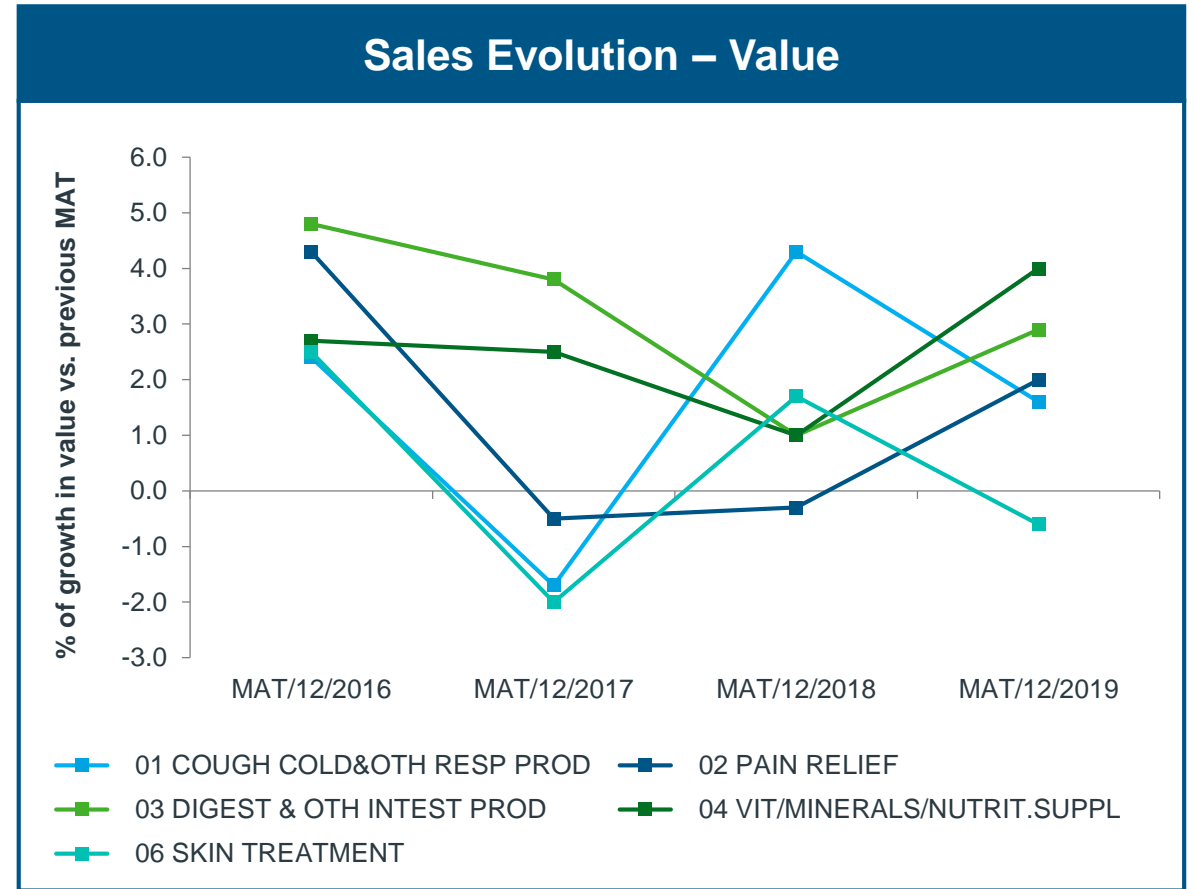
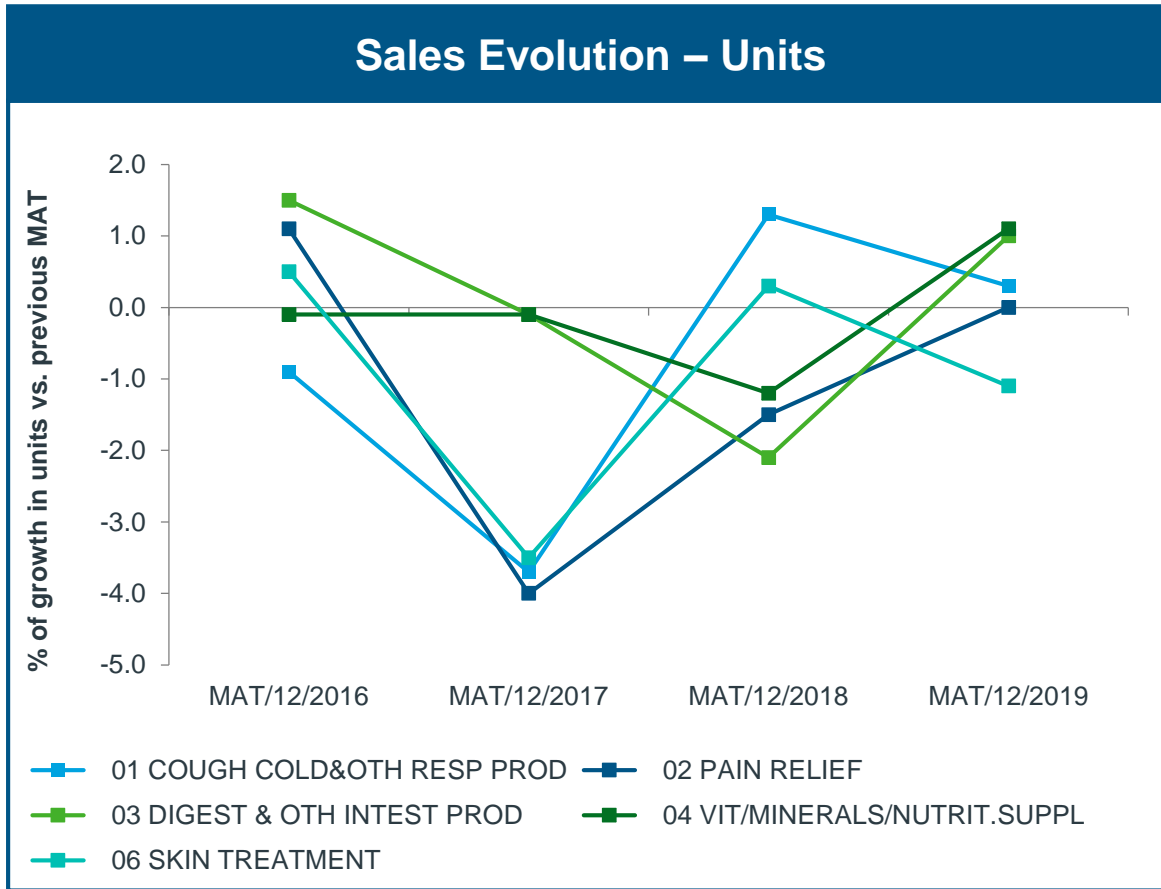
Source: IQVIA – CH Audits – Selling Out data

# In value, the total CH market grows with 2,3%, where Personal Care is growing with 2,9%



Source: IQVIA – CH Audits – Selling Out data

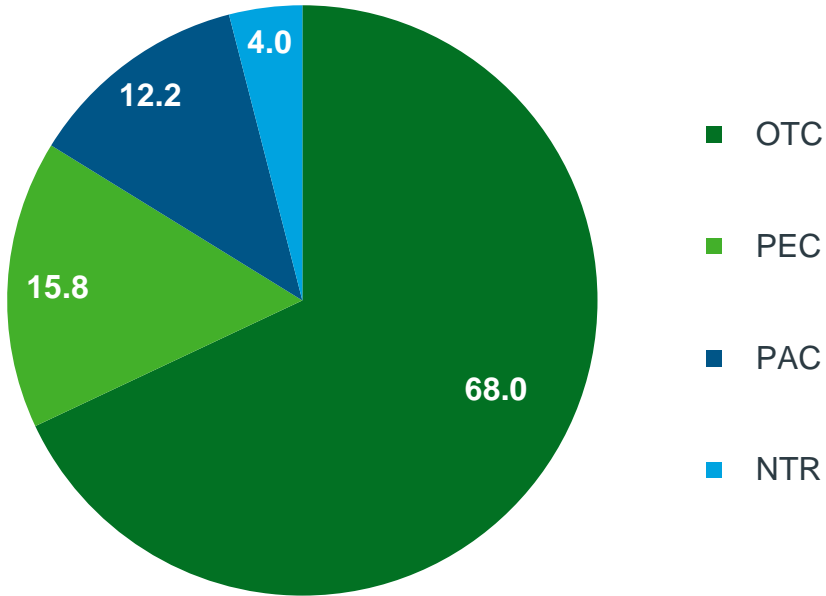
# Top 5 OTC classes sales evolution



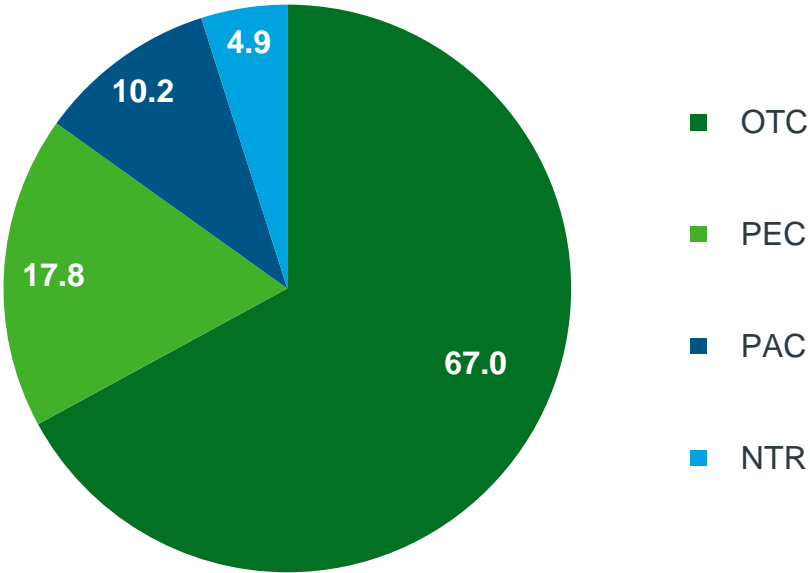
Source: IQVIA – CH Audits – Selling Out data

# OTC segment has a market share of 68% in units and 67,0% in value of the total CH market

Market Share in Units – MAT/12/2019



Market Share in Value – MAT/12/2019



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/12/2019	% of the CH Market	Top 10 Best Selling OTC2 classes in value	Value abs. MAT/12/2019	% of the CH Market
02A GENERAL PAIN RELIEF	18,004,938	11.2	02A GENERAL PAIN RELIEF	€ 155,155,264	7.6
01B COLD REMEDIES	11,321,871	7.0	01B COLD REMEDIES	€ 91,187,784	4.5
01A COUGH PRODUCTS	7,070,269	4.4	04F MINERAL SUPPLEMENTS	€ 68,724,824	3.4
01C SORE THROAT REMEDIES	5,516,730	3.4	07A EYE CARE	€ 65,636,052	3.2
03C LAXATIVES	5,204,581	3.2	02E MUSCULAR PAIN RELIEF	€ 65,207,956	3.2
07A EYE CARE	4,575,291	2.8	01A COUGH PRODUCTS	€ 63,433,468	3.1
04E OTHER SPECIFIC VITAMINS	3,660,477	2.3	35G MILK PRDS FOR CHILDREN	€ 62,172,316	3.0
02E MUSCULAR PAIN RELIEF	3,624,168	2.2	03C LAXATIVES	€ 59,147,204	2.9
35G MILK PRDS FOR CHILDREN	3,119,950	1.9	01C SORE THROAT REMEDIES	€ 46,298,720	2.3
04F MINERAL SUPPLEMENTS	3,071,548	1.9	82B SPEC.FACIAL CARE PRODUCT	€ 43,341,540	2.1

Source: IQVIA – CH Audits – Selling Out data

# 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/11/2019)
13	CALM/SLEEP&MOOD ENHANC PD	20,227
07	EYE CARE	16,508
35	BABY FOODS	8,439
08	EAR CARE	7,081
17	HABIT TREATMENT	3,297
06	SKIN TREATMENT	2,719
58	ORTHOPAED/ANTIRHEUM AID	665
32	GLUTEN-FREE&LOW PROT.PRDS	588
83	UNISEX BEAUTY PRODUCTS	461
91	PERSONAL HYGIENE ACCESSOR	349

Fastest growing OTC1 classes in Rx sales		Rx sales Growth in abs. value (MAT/11/2019)
04	VIT. MIN. & NUTRIT. SUPPS	€ 1,690,979
53	PRDS FOR BLADDER PROBLEMS	€ 584,642
07	EYE CARE	€ 576,235
13	CALM/SLEEP&MOOD ENHANC PD	€ 468,120
35	BABY FOODS	€ 406,922
06	SKIN TREATMENT	€ 227,122
17	HABIT TREATMENT	€ 163,472
08	EAR CARE	€ 133,433
79	OTHER PATIENT CARE PRODS	€ 119,649
66	CONTRACEPTION	€ 78,399

Source: IQVIA – CH Audits – Selling Out data

# 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/12/2019)
13	CALM/SLEEP&MOOD ENHANC PD	18,897
07	EYE CARE	17,604
35	BABY FOODS	9,589
08	EAR CARE	6,090
17	HABIT TREATMENT	3,104
83	UNISEX BEAUTY PRODUCTS	1,223
58	ORTHOPAED/ANTIRHEUM AID	518
45	FIRST AID KITS	360
91	PERSONAL HYGIENE ACCESSOR	299
44	PRESSURE SORE PREVENTION	56

Fastest growing OTC1 classes in Rx sales		Rx sales Growth in abs. value (MAT/12/2019)
04	VIT. MIN. & NUTRIT. SUPPS	€ 1,654,345
53	PRDS FOR BLADDER PROBLEMS	€ 983,387
07	EYE CARE	€ 591,915
35	BABY FOODS	€ 475,978
13	CALM/SLEEP&MOOD ENHANC PD	€ 459,257
06	SKIN TREATMENT	€ 184,045
17	HABIT TREATMENT	€ 153,127
08	EAR CARE	€ 119,859
79	OTHER PATIENT CARE PRODS	€ 99,362
66	CONTRACEPTION	€ 76,621

Source: IQVIA – CH Audits – Selling Out data



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

Top 10 Best Selling Products	Units abs. MAT/12/2019	% Growth in units	Top 10 Best Selling Products	Value abs. MAT/12/2019	% Growth in value
DAFALGAN	6,731,913	-1.4	DAFALGAN	€ 64,734,042	0.0
D-CURE	2,555,716	-1.4	VOLTAREN EMULGEL	€ 27,927,306	5.1
NUROFEN	2,454,874	1.6	D-CURE	€ 25,859,203	0.9
ASAFLOW	2,131,459	-0.4	NUROFEN	€ 24,742,561	3.1
ISO-BETADINE	2,004,425	5.9	ASAFLOW	€ 19,804,926	-1.4
RHINATHIOL	1,693,306	-3.9	STEOVIT	€ 16,264,005	6.4
OTRIVINE	1,654,366	6.4	OMNIBIONTA	€ 15,816,466	-10.8
PERDOLAN	1,649,380	-1.5	DAFLON	€ 14,953,159	10.7
SOFRASOLONE	1,480,456	5.3	IMODIUM	€ 14,762,527	6.2
PARACETAMOL TEVA	1,432,222	-0.1	NICORETTE	€ 14,327,300	10.8

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