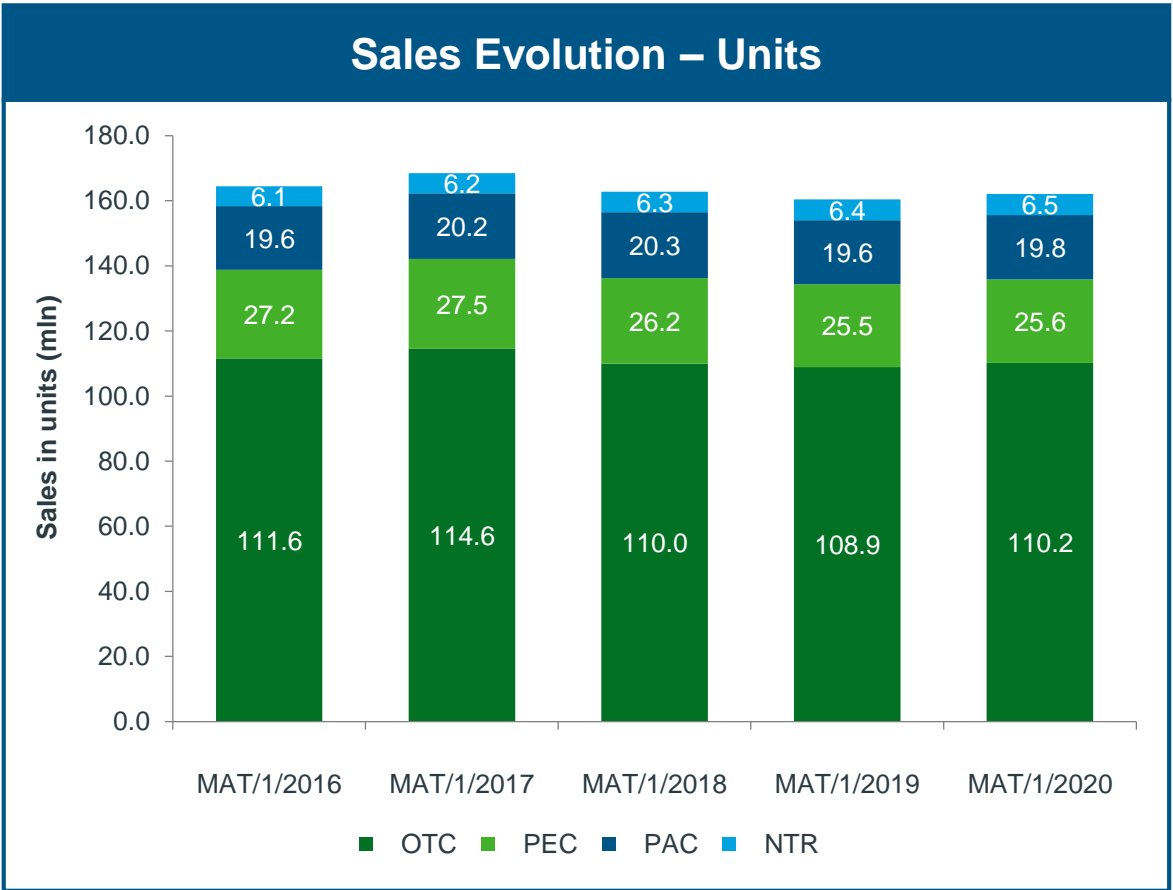
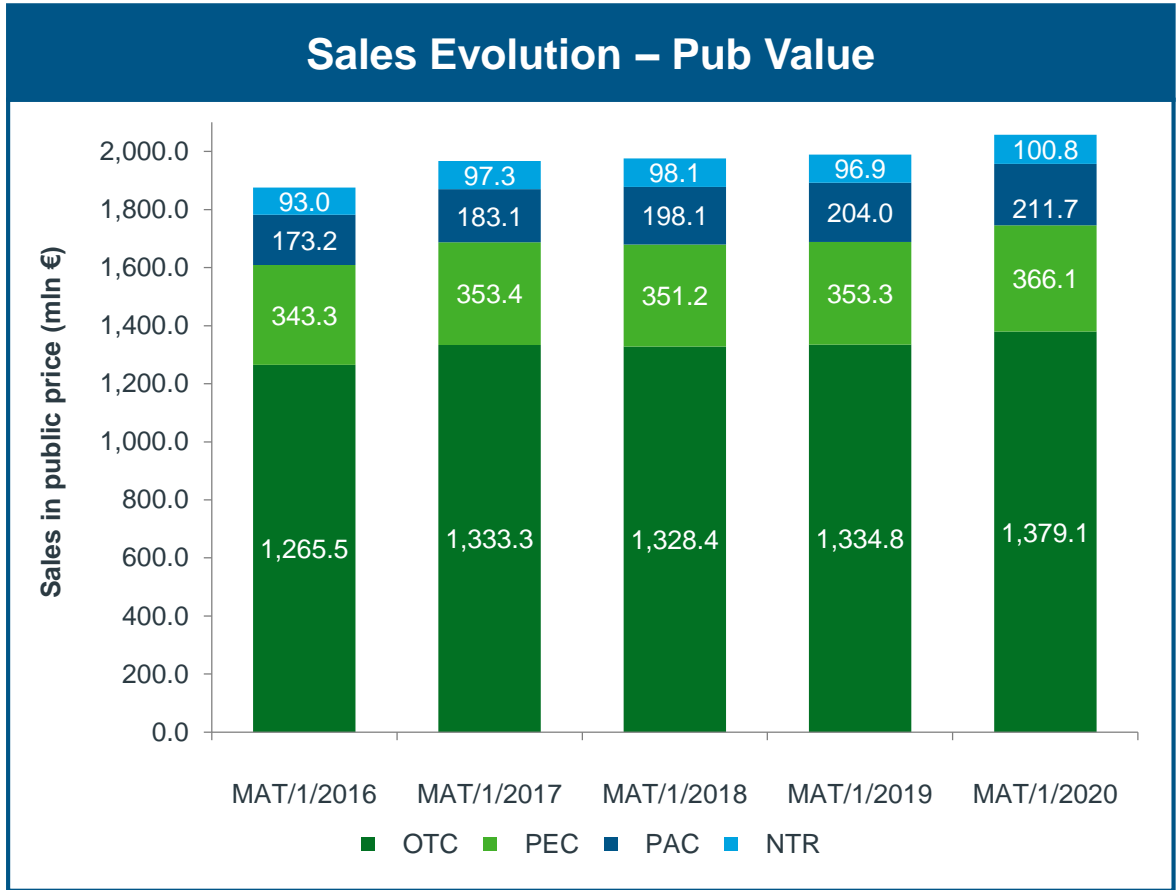
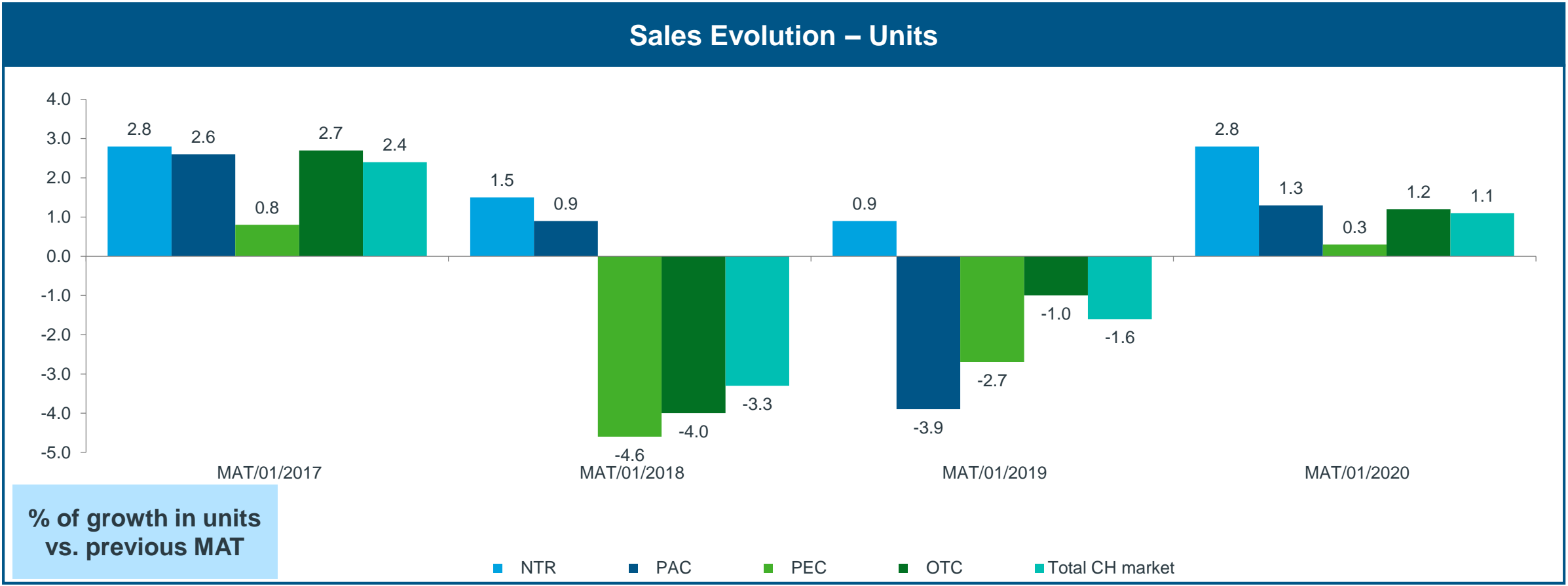


# The Belgian Consumer Health market is worth €2,06 billion



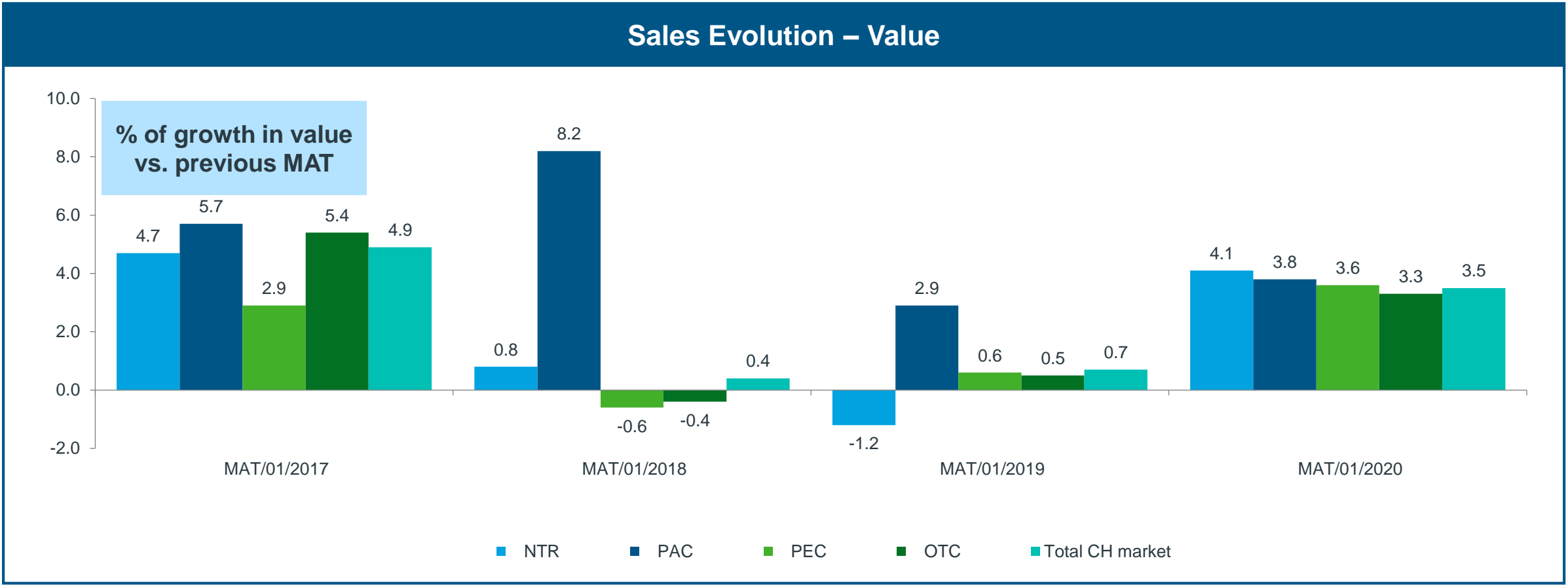
Source: IQVIA – CH Audits – Selling Out data

# The total CH market shows an increase of 1,1% while the NUT market is growing with 2,8% in units



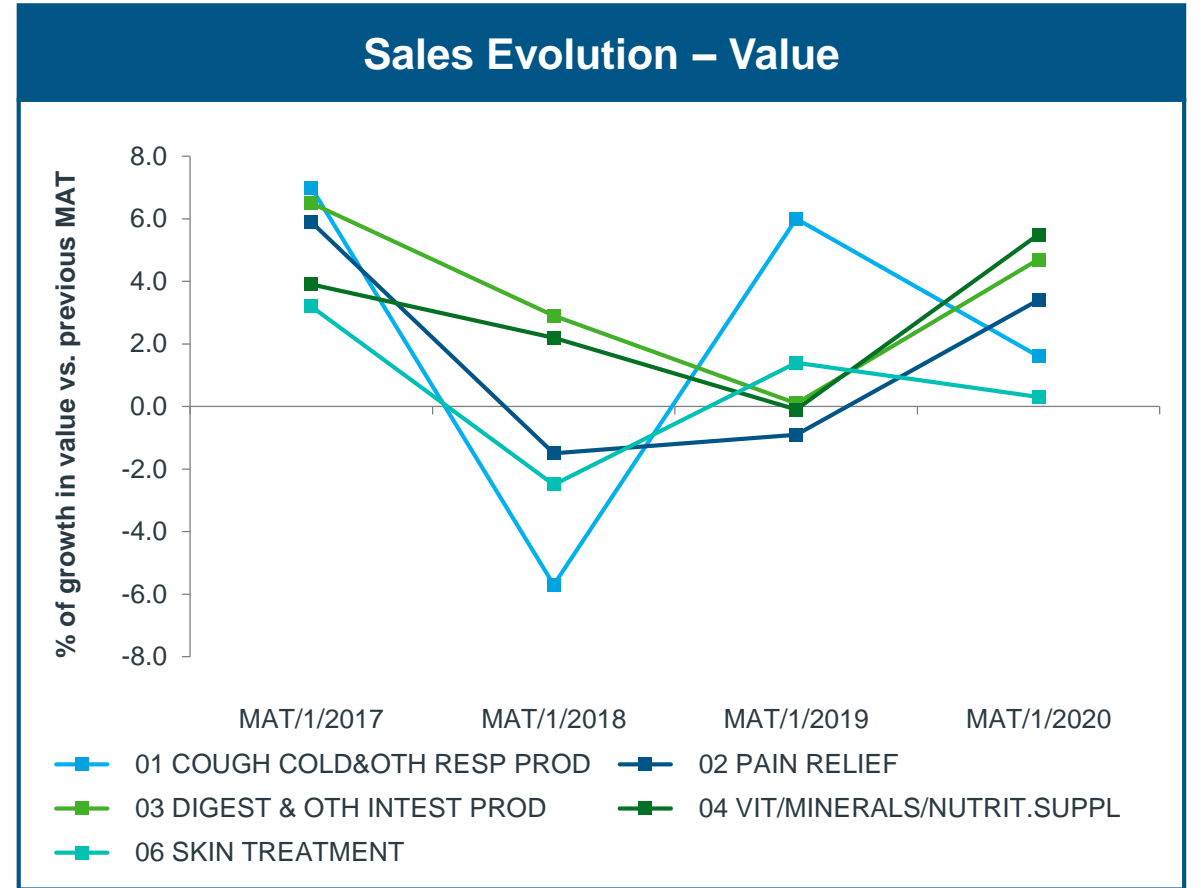
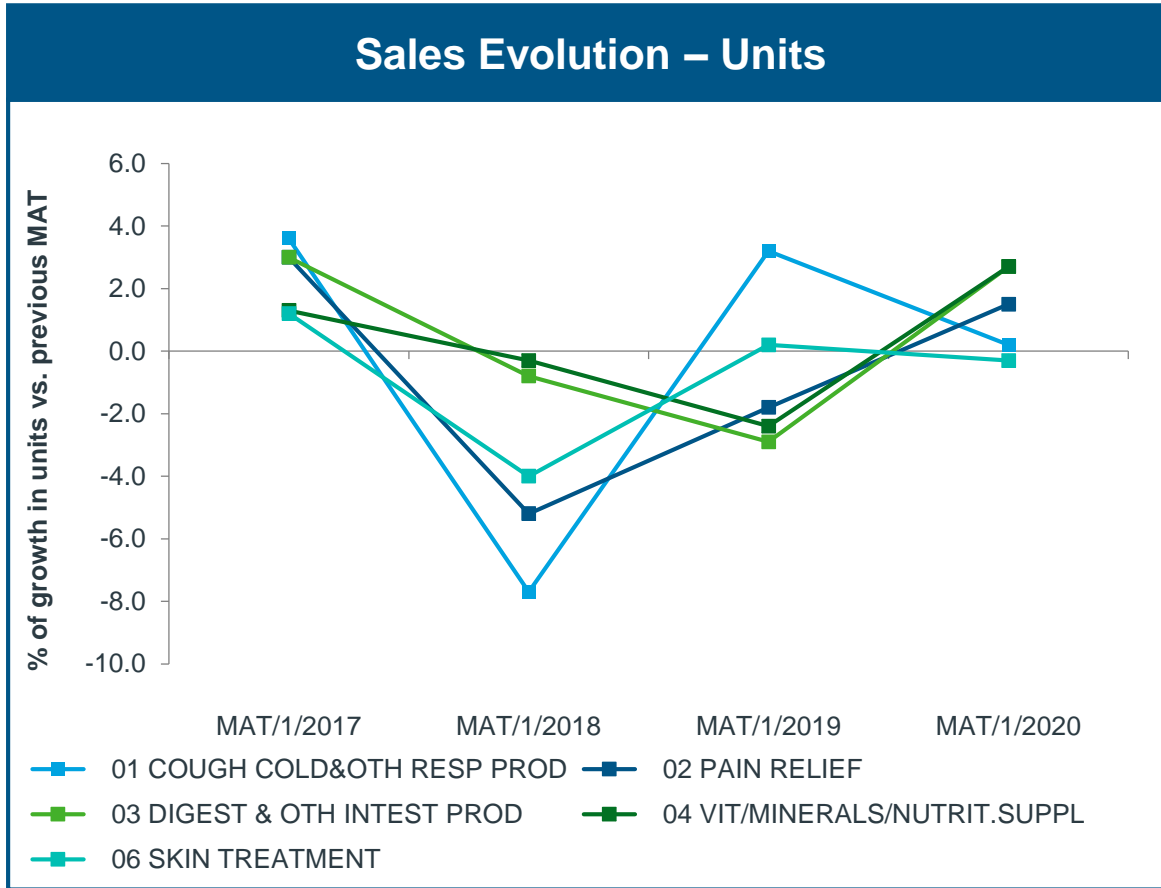
Source: IQVIA – CH Audits – Selling Out data

# In value, the total CH market grows with 3,5%, where Personal Care is growing with 3,6%



Source: IQVIA – CH Audits – Selling Out data

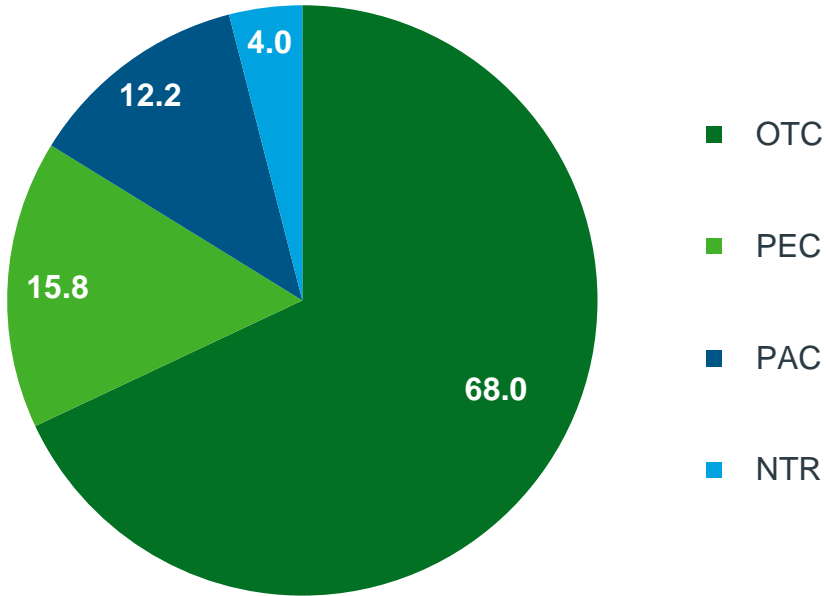
# Top 5 OTC classes sales evolution



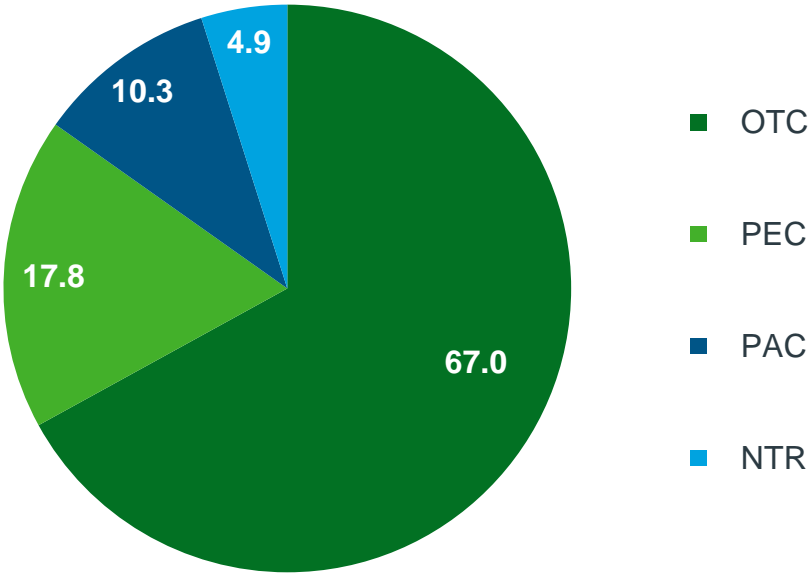
Source: IQVIA – CH Audits – Selling Out data

# 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/01/2020



Market Share in Value – MAT/01/2020



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/01/2020	% of the CH Market	Top 10 Best Selling OTC2 classes in value	Value abs. MAT/01/2020	% of the CH Market
02A GENERAL PAIN RELIEF	18,128,086	11.2	02A GENERAL PAIN RELIEF	€ 156,623,296	7.6
01B COLD REMEDIES	11,313,275	7.0	01B COLD REMEDIES	€ 91,255,632	4.4
01A COUGH PRODUCTS	7,058,803	4.4	04F MINERAL SUPPLEMENTS	€ 69,355,672	3.4
01C SORE THROAT REMEDIES	5,521,550	3.4	07A EYE CARE	€ 66,224,844	3.2
03C LAXATIVES	5,219,689	3.2	02E MUSCULAR PAIN RELIEF	€ 65,376,908	3.2
07A EYE CARE	4,608,373	2.8	01A COUGH PRODUCTS	€ 63,385,036	3.1
04E OTHER SPECIFIC VITAMINS	3,697,162	2.3	35G MILK PRDS FOR CHILDREN	€ 62,701,316	3.0
02E MUSCULAR PAIN RELIEF	3,630,343	2.2	03C LAXATIVES	€ 59,472,260	2.9
35G MILK PRDS FOR CHILDREN	3,142,282	1.9	01C SORE THROAT REMEDIES	€ 46,439,788	2.3
04F MINERAL SUPPLEMENTS	3,091,040	1.9	04E OTHER SPECIFIC VITAMINS	€ 43,658,924	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/01/2020)
07	EYE CARE	24,090
13	CALM/SLEEP&MOOD ENHANC PD	22,342
35	BABY FOODS	13,951
08	EAR CARE	6,573
53	PRDS FOR BLADDER PROBLEMS	6,177
06	SKIN TREATMENT	5,971
17	HABIT TREATMENT	3,393
58	ORTHOPAED/ANTIRHEUM AID	915
88	BABY HYGIENE AND CARE	420
45	FIRST AID KITS	245

Fastest growing OTC1 classes in Rx sales		Rx sales Growth in abs. value (MAT/01/2020)
04	VIT. MIN. & NUTRIT. SUPPS	€ 2,280,790
53	PRDS FOR BLADDER PROBLEMS	€ 2,082,854
03	DIGEST & OTH INTEST PROD	€ 701,842
07	EYE CARE	€ 666,511
35	BABY FOODS	€ 638,113
13	CALM/SLEEP&MOOD ENHANC PD	€ 534,026
06	SKIN TREATMENT	€ 255,527
17	HABIT TREATMENT	€ 168,116
79	OTHER PATIENT CARE PRODS	€ 152,875
08	EAR CARE	€ 115,829

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/01/2020	% Growth in units	Top 10 Best Selling Products	Value abs. MAT/01/2020	% Growth in value
DAFALGAN	6,776,534	0.3	DAFALGAN	€ 65,283,727	1.9
D-CURE	2,562,719	0.3	VOLTAREN EMULGEL	€ 27,892,980	5.2
NUROFEN	2,483,011	3.9	D-CURE	€ 26,012,325	2.7
ASAFLOW	2,144,518	0.6	NUROFEN	€ 25,077,284	5.6
ISO-BETADINE	2,014,414	6.5	ASAFLOW	€ 19,922,592	-0.5
RHINATHIOL	1,680,714	-4.4	STEOVIT	€ 16,358,262	7.5
OTRIVINE	1,659,399	5.7	OMNIBIONTA	€ 15,396,246	-12.1
PERDOLAN	1,655,606	0.1	DAFLON	€ 15,175,691	12.3
SOFRASOLONE	1,483,158	5.2	IMODIUM	€ 14,996,039	8.3
PARACETAMOL TEVA	1,441,470	2.0	ENTEROL	€ 14,497,041	6.6

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