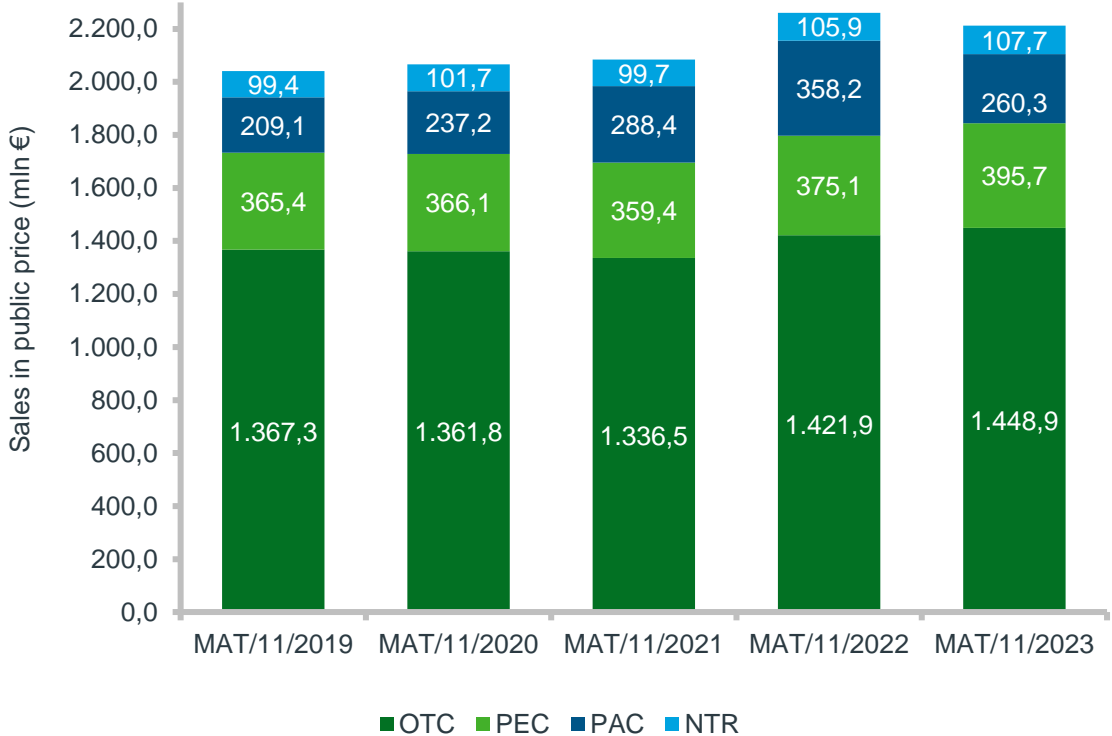
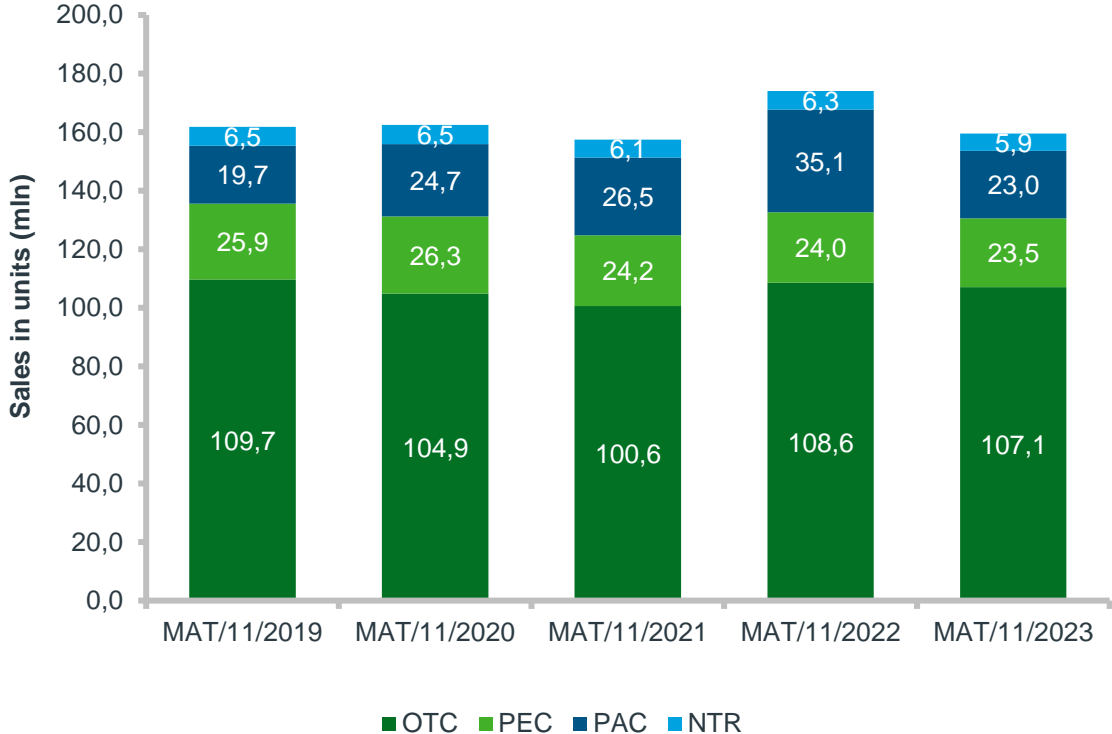


The Belgian Consumer Health market is worth €2,21 billion

Sales Evolution – Pub Value



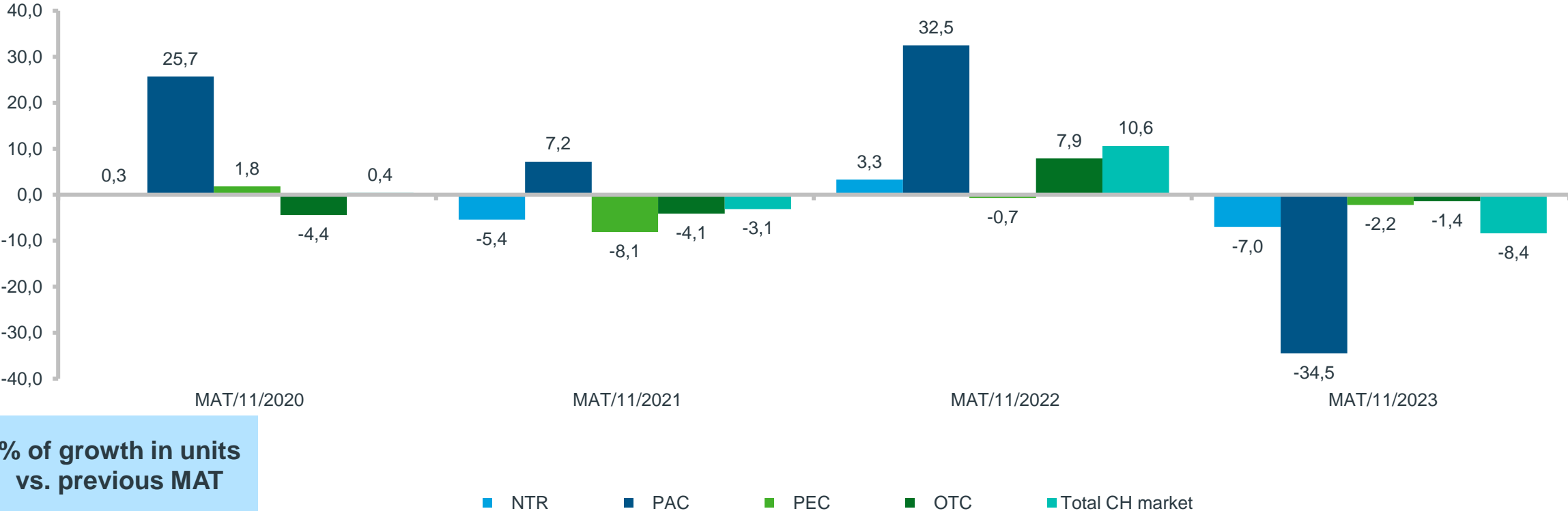
Sales Evolution – Units



Source: IQVIA – CH Audits – Selling Out data

The total CH market shows a decrease of -8,4% while the OTC declines with -1,4% in units

Sales Evolution – Units

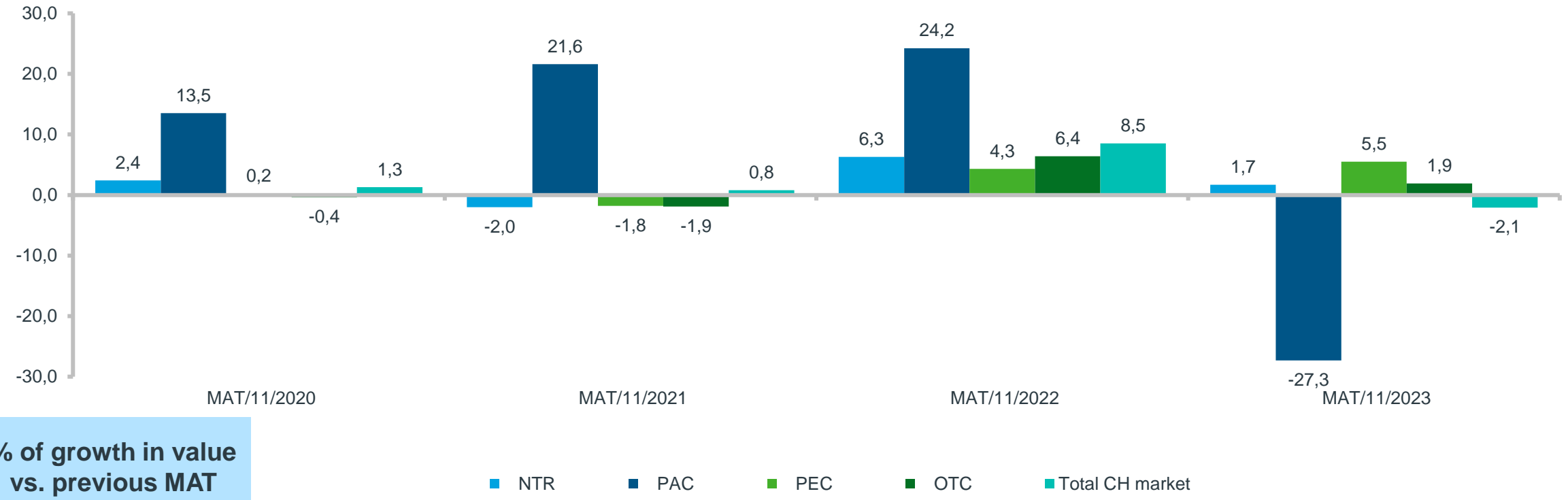


% of growth in units vs. previous MAT

Source: IQVIA – CH Audits – Selling Out data

In value, the total CH market shows a decrease of -2,1%, where Patient Care also declines with -27,3%

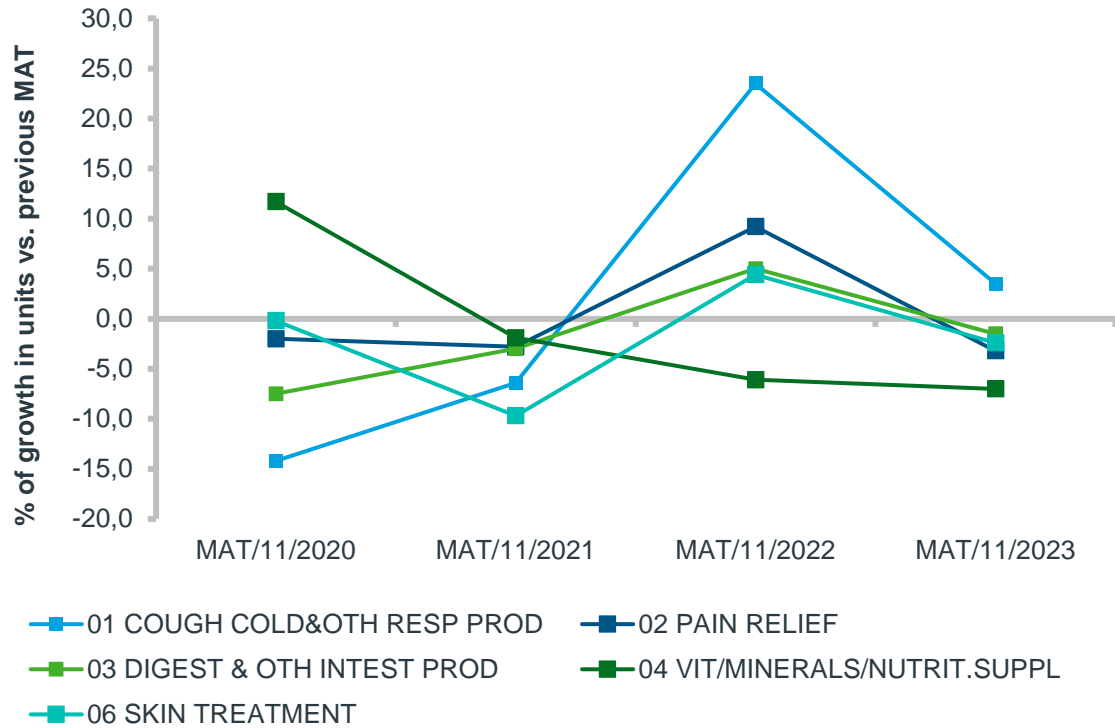
Sales Evolution – Value



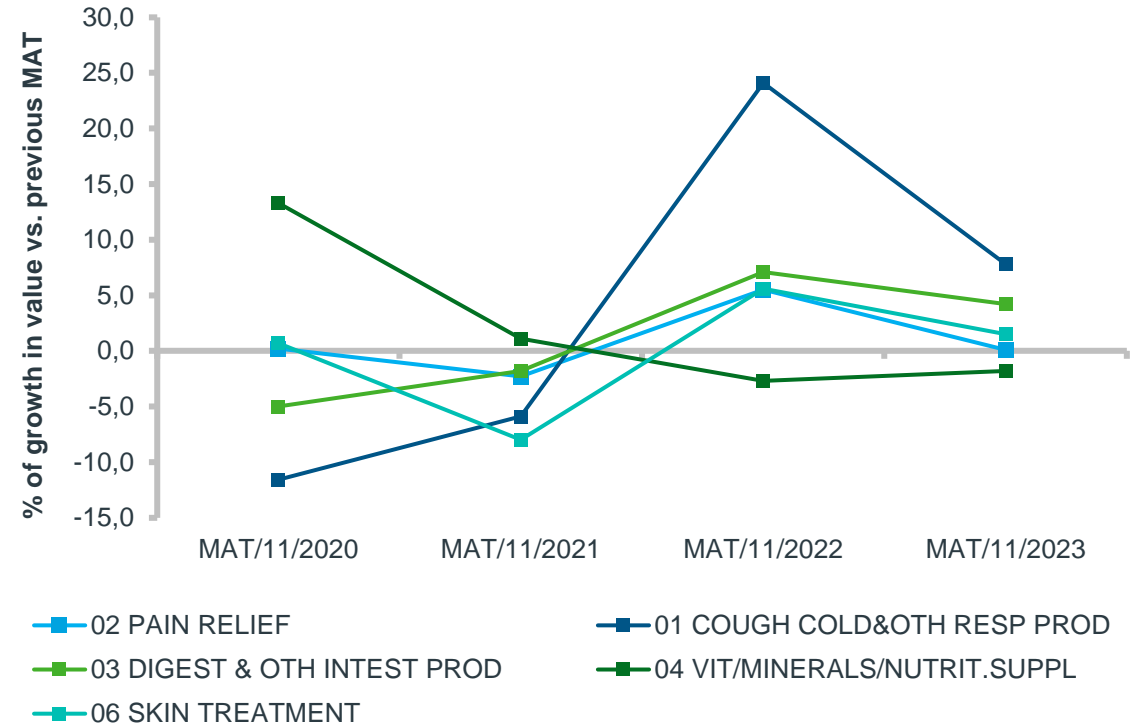
Source: IQVIA – CH Audits – Selling Out data

Top 5 OTC classes sales evolution

Sales Evolution – Units



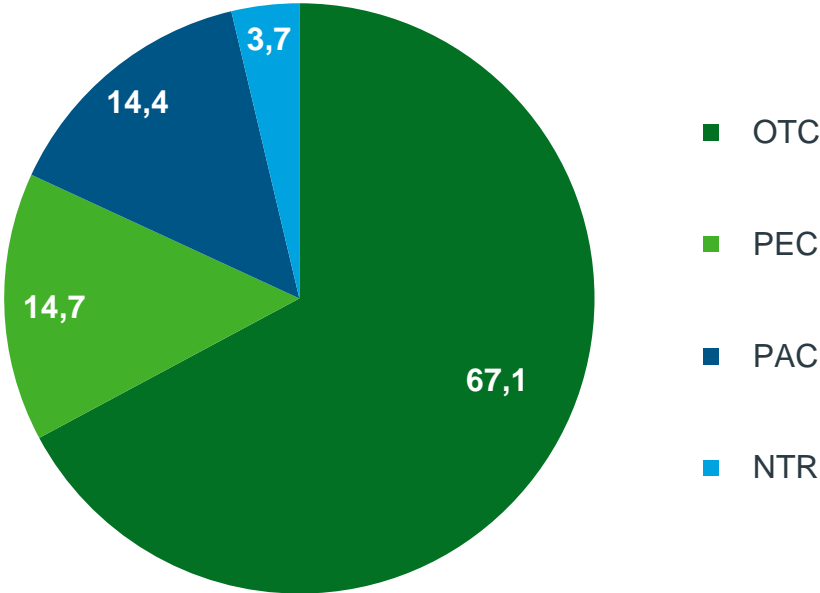
Sales Evolution – Value



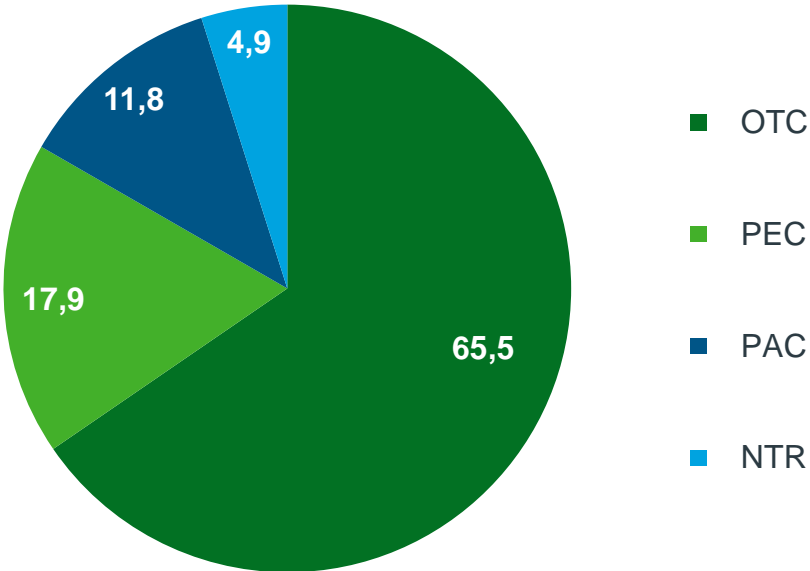
Source: IQVIA – CH Audits – Selling Out data

OTC segment has a market share of 67,1% in units and 65,5% in value of the total CH market

Market Share in Units – MAT/11/2023



Market Share in Value – MAT/11/2023



Source: IQVIA – CH Audits – Selling Out data

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

Top 10 Best Selling OTC2 classes in units	Units abs. MAT/11/2023	% of the CH Market	Top 10 Best Selling OTC2 classes in value	Value abs. MAT/11/2023	% of the CH Market
02A GENERAL PAIN RELIEF	18,890,177	11.8	02A GENERAL PAIN RELIEF	€ 176,010,414	8.0
01B COLD REMEDIES	11,303,075	7.1	01B COLD REMEDIES	€ 96,374,708	4.4
01A COUGH PRODUCTS	7,572,601	4.7	01A COUGH PRODUCTS	€ 75,329,558	3.4
01C SORE THROAT REMEDIES	6,078,649	3.8	07A EYE CARE	€ 74,588,305	3.4
03C LAXATIVES	4,716,907	3.0	04F MINERAL SUPPLEMENTS	€ 70,537,569	3.2
07A EYE CARE	4,599,790	2.9	35G MILK PRDS FOR CHILDREN	€ 67,460,905	3.0
04E OTHER SPECIFIC VITAMINS	3,757,576	2.4	03C LAXATIVES	€ 62,267,003	2.8
02E MUSCULAR PAIN RELIEF	3,134,883	2.0	02E MUSCULAR PAIN RELIEF	€ 59,872,297	2.7
03D ANTIDIARRHOEALS	2,947,616	1.8	01C SORE THROAT REMEDIES	€ 56,732,037	2.6
35G MILK PRDS FOR CHILDREN	2,794,040	1.8	04E OTHER SPECIFIC VITAMINS	€ 56,242,967	2.5

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/10/2023)
01	COUGH COLD&OTH RESP PROD	583,549
07	EYE CARE	88,276
06	SKIN TREATMENT	78,354
03	DIGEST & OTH INTEST PROD	46,224
13	CALM/SLEEP&MOOD ENHANC PD	39,743
12	URINARY AND REPRODUCT CAR	29,822
41	SURGICAL ABSORBENTS	23,014
08	EAR CARE	14,384
83	UNISEX BEAUTY PRODUCTS	13,020
09	MOUTH TREATMENT PRODUCTS	12,265

Fastest growing OTC1 classes in Rx sales		Rx sales Growth in abs. value (MAT/10/2023)
01	COUGH COLD&OTH RESP PROD	€ 6,958,129
03	DIGEST & OTH INTEST PROD	€ 3,231,825
04	VIT. MIN. & NUTRIT. SUPPS	€ 2,330,340
53	PRDS FOR BLADDER PROBLEMS	€ 2,046,065
07	EYE CARE	€ 1,993,047
02	PAIN RELIEF	€ 1,363,996
13	CALM/SLEEP&MOOD ENHANC PD	€ 1,335,053
06	SKIN TREATMENT	€ 1,278,729
12	URINARY AND REPRODUCT CAR	€ 754,096
83	UNISEX BEAUTY PRODUCTS	€ 740,365

Source: IQVIA – CH Audits – Selling Out data