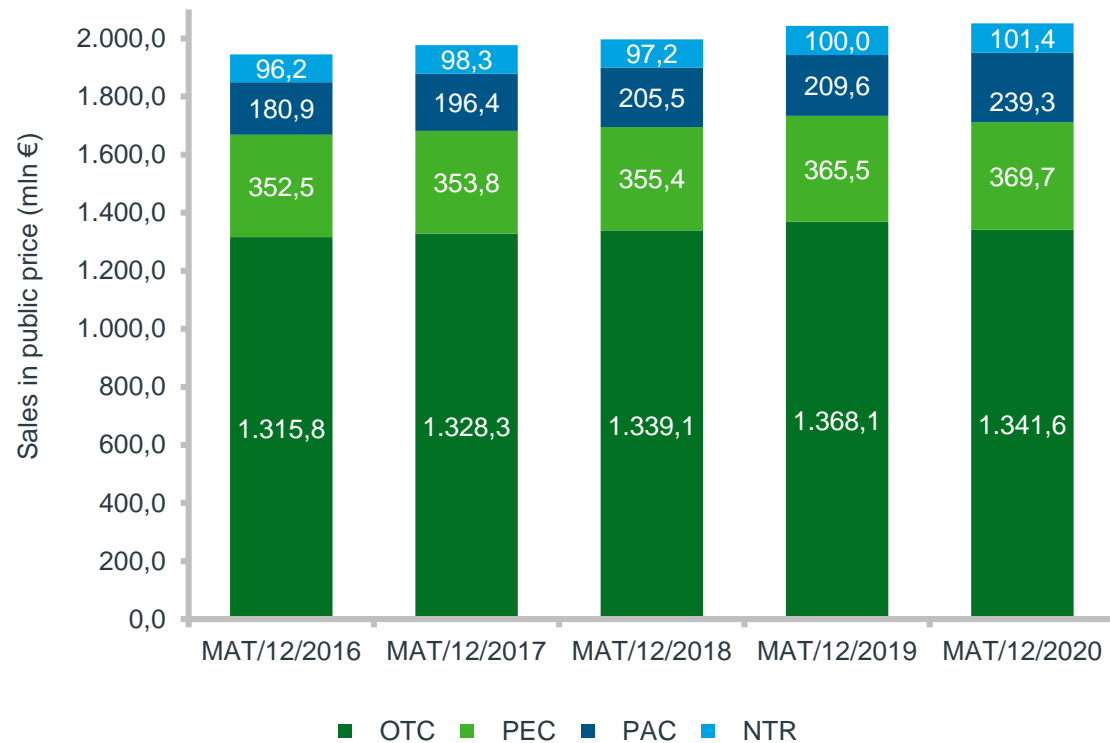
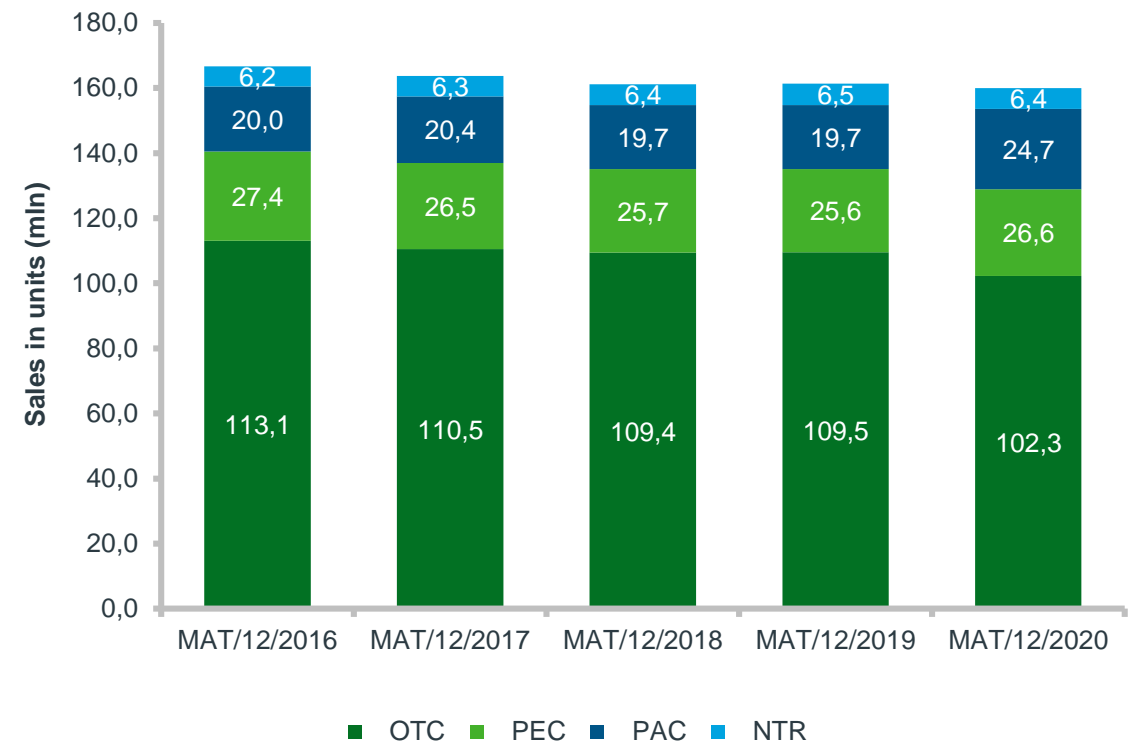


# The Belgian Consumer Health market is worth €2,05 billion

## Sales Evolution – Pub Value



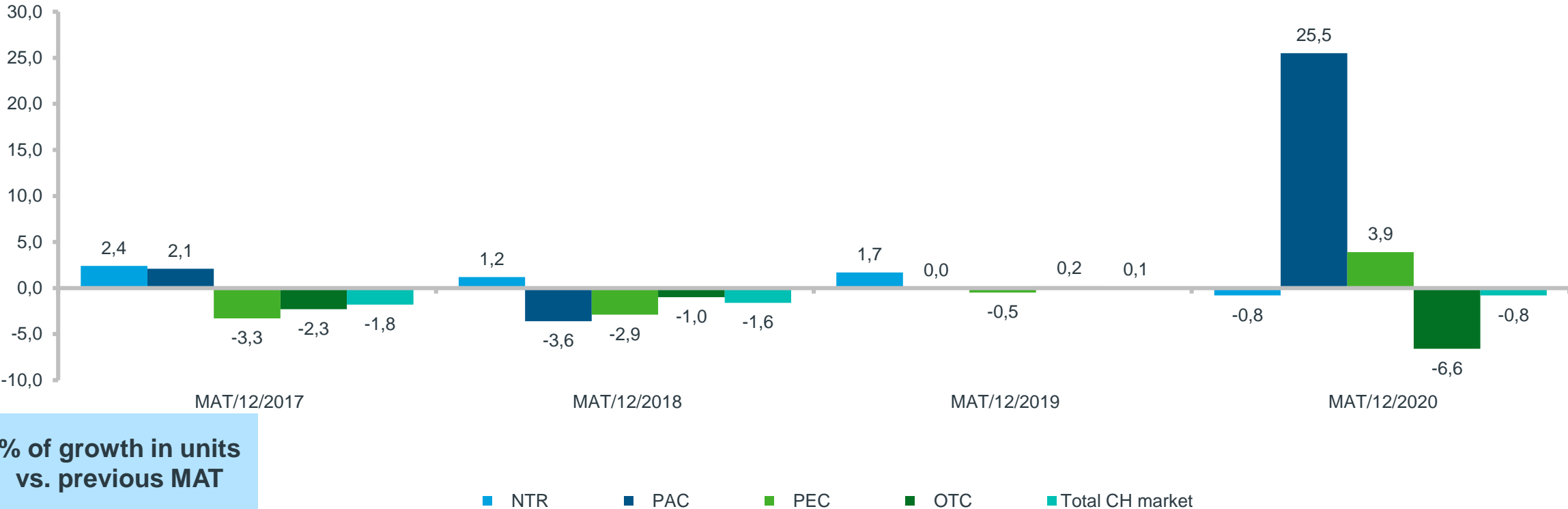
## Sales Evolution – Units



Source: IQVIA – CH Audits – Selling Out data

# The total CH market shows a decrease of -0,8% while the OTC segment declines with -6,6% in units

## Sales Evolution – Units

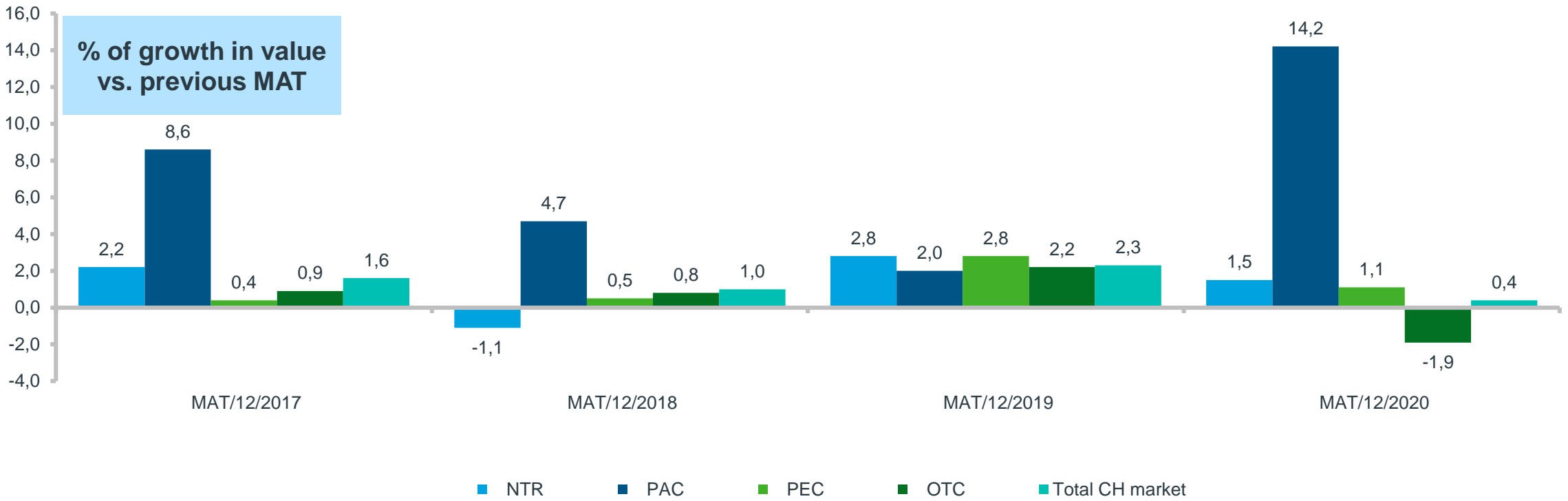


**% of growth in units vs. previous MAT**

Source: IQVIA – CH Audits – Selling Out data

# In value, the total CH market grows with 0,4%, where Patient Care is growing with 14,2%

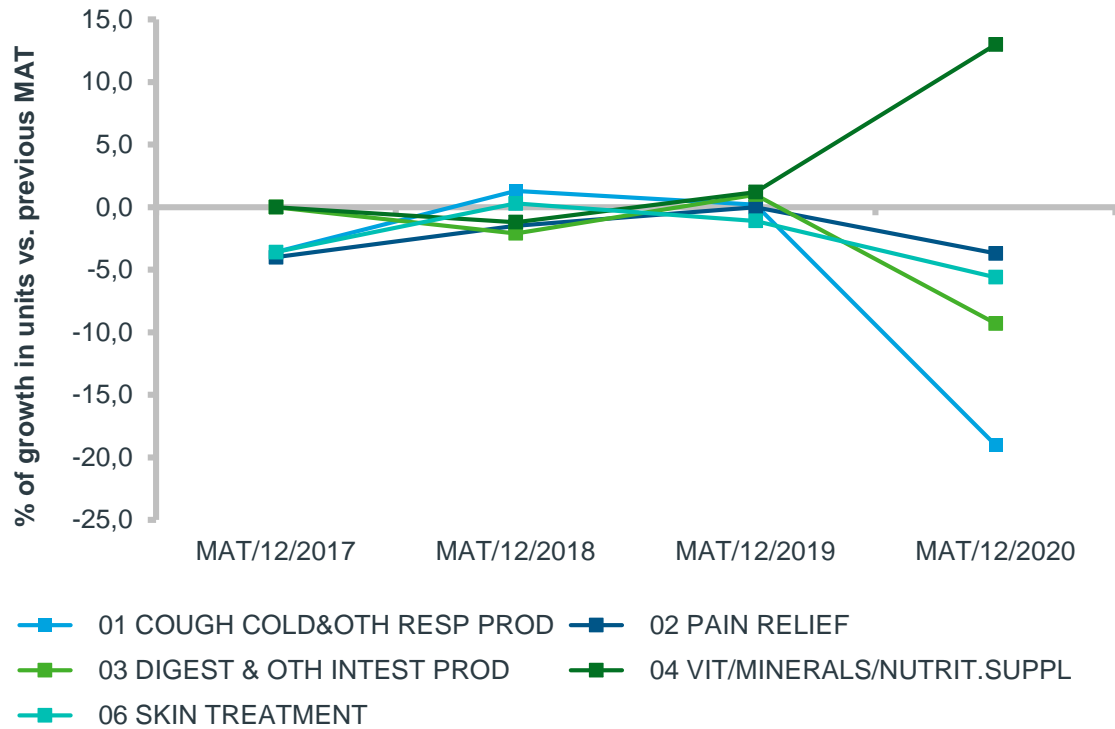
## Sales Evolution – Value



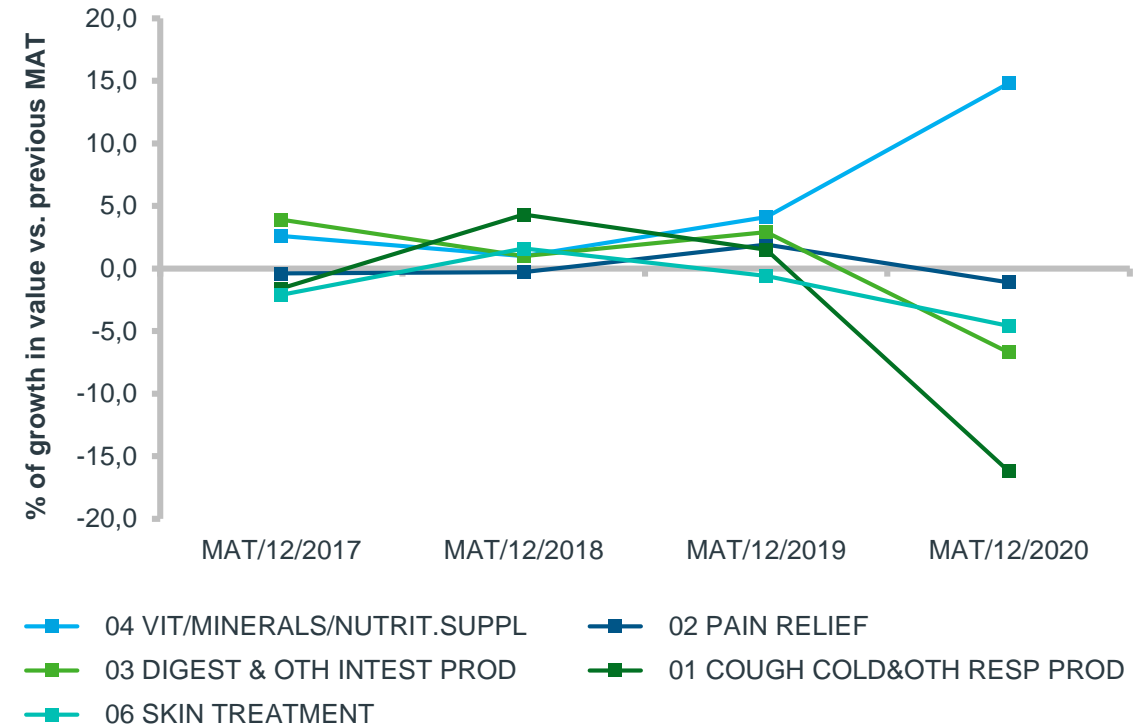
Source: IQVIA – CH Audits – Selling Out data

# Top 5 OTC classes sales evolution

## Sales Evolution – Units



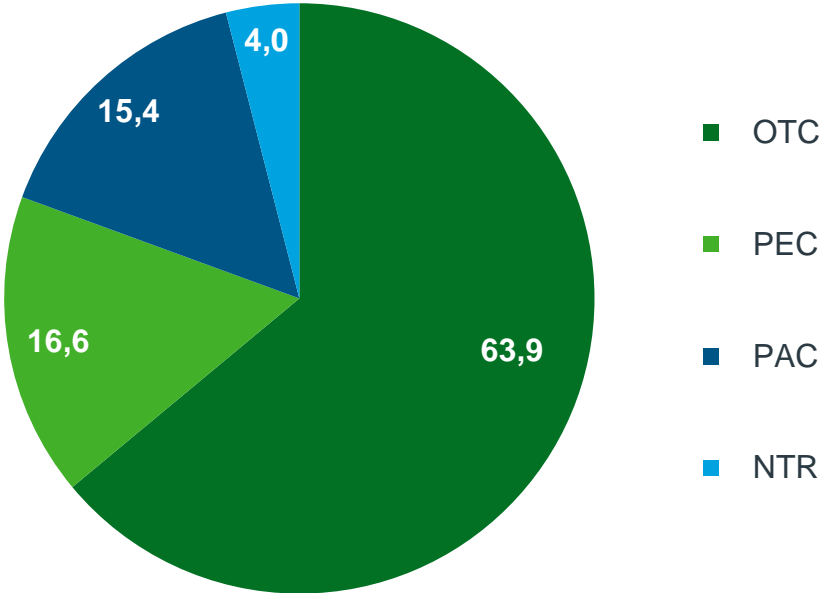
## Sales Evolution – Value



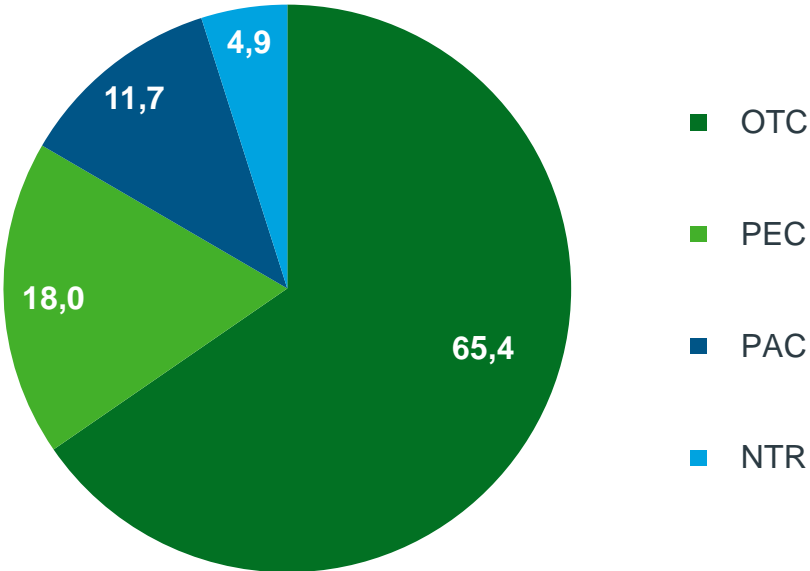
Source: IQVIA – CH Audits – Selling Out data

# OTC segment has a market share of 63,9% in units and 65,4% in value of the total CH market

Market Share in Units – MAT/12/2020



Market Share in Value – MAT/12/2020



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/12/2020	% of the CH Market	Top 10 Best Selling OTC2 classes in value	Value abs. MAT/12/2020	% of the CH Market
02A GENERAL PAIN RELIEF	17,405,206	10.9	02A GENERAL PAIN RELIEF	€ 156,498,352	7.6
01B COLD REMEDIES	9,193,175	5.7	01B COLD REMEDIES	€ 76,418,920	3.7
03C LAXATIVES	5,006,423	3.1	04F MINERAL SUPPLEMENTS	€ 70,623,360	3.4
01A COUGH PRODUCTS	4,972,990	3.1	07A EYE CARE	€ 64,513,700	3.1
57K MISCELLANEOUS	4,915,277	3.1	35G MILK PRDS FOR CHILDREN	€ 63,576,956	3.1
01C SORE THROAT REMEDIES	4,580,548	2.9	02E MUSCULAR PAIN RELIEF	€ 62,922,236	3.1
07A EYE CARE	4,386,128	2.7	03C LAXATIVES	€ 59,313,596	2.9
04E OTHER SPECIFIC VITAMINS	4,367,926	2.7	04E OTHER SPECIFIC VITAMINS	€ 56,551,708	2.8
02E MUSCULAR PAIN RELIEF	3,389,346	2.1	13A CALMING AND SLEEPING PROD	€ 46,449,088	2.3
35G MILK PRDS FOR CHILDREN	3,126,648	2.0	01A COUGH PRODUCTS	€ 46,021,048	2.2

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/11/2020	% Growth in units
57	MEDICAL/SURGICAL AIDS	761,633	337,181
53	PRDS FOR BLADDER PROBLEMS	334,411	63,061
56	TEST+MEASURING INSTRUMNT	372,683	30,526
35	BABY FOODS	202,214	11,562
70	HOUSE DISINFECTANTS ETC	13,599	4,462
44	PRESSURE SORE PREVENTION	993	444
52	INCONTINENCE CARE PRDS	40,721	182
34	SLIMMING AIDS	4,635	141
59	PHARMACY EQUIPMENT	1,255	122
64	CONTACT LENS CARE	1,949	100

Fastest growing OTC1 classes in Rx sales		Rx sales Growth in abs. value MAT/11/2020	% Growth in value
53	PRDS FOR BLADDER PROBLEMS	€ 23,001,936	4,705,769
57	MEDICAL/SURGICAL AIDS	€ 11,176,185	1,340,610
56	TESTS+MEASURING INSTRUMNT	€ 8,474,962	610,376
35	BABY FOODS	€ 8,168,957	558,327
55	INJECTION DEVICES	€ 2,334,512	28,490
70	HOUSE DISINFECTANTS ETC	€ 248,324	24,348
97	ALL OTH MISC PRODS	€ 344,053	11,656
52	INCONTINENCE CARE PRDS	€ 747,462	10,742
90	BEAUTY ACCESSORIES	€ 87,048	8,733
44	PRESSURE SORE PREVENTION	€ 23,255	4,688

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