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PRESS RELEASE

The pharmaceutical market in the 1st Quarter of 2025

Bucharest, April 30th, 2024

Based on the findings of the Pharma & Hospital Report, Cegedim Customer Information estimates that the volume of medicines dispensed to patients in Romania totaled 715.4 million units in the last 12 months ended March 2025, remaining approximately at the same level (-0.3%) as in the reference period (April 2023-March 2024).

The total number of treatment days increased by 1.3%, driven by a 1.2% increase in retail, while the number of hospital treatment days increased by 8.4%.

The value of medicines dispensed to patients in Romania increased by 13.4%, reaching RON 35.2 billion (EUR 7.08 billion) at the wholesale price level. Isolating the impact of the CVR and CV programs, the value of prescription medicines in retail pharmacies increased by 12.9% compared to the reference period, amounting to RON 18.05 billion (EUR 3.63 billion).

The Pharma & Hospital Report, a benchmark study for pharmaceutical market research, has been conducted in Romania since 1996.

Market evolution in Volume

Channel/ Segment/ Contract	1st Quarter 2025			MAT (2025-Q1)		
	Total Units	Market Share	Variation	Total Units	Market Share	Variation
	mn	*(%)*	*(+/- %)*	*mn*	*(%)*	*(+/- %)*
Total market	**185.5**	**100.0%**	**3.0%**	**715.4**	**100.0%**	**-0.3%**
Retail	***178.5***	***96.2%***	***3.1%***	***684.0***	***95.6%***	***-0.5%***
- Rx	**106.8**	**57.6%**	**3.2%**	**419.0**	**58.6%**	**-0.4%**
Rx – w/o contract	*105.7*	*57.0%*	*3.2%*	*414.7*	*58.0%*	*-0.5%*
Rx – CVR contract	*0.002*	*0.0%*	*29.4%*	*0.01*	*0.0%*	*-22.0%*
Rx – CV contract	*1.2*	*0.6%*	*11.5%*	*4.3*	*0.6%*	*10.8%*
- OTC	**71.6**	**38.6%**	**2.9%**	**265.0**	**37.0%**	**-0.7%**
Hospital	***7.0***	***3.8%***	***-0.3%***	***31.4***	***4.4%***	***5.6%***

** The variation calculated for CVR and CV contracts considered the composition of these categories for the reporting period (1st quarter 2025), respectively the reference period (1st quarter 2024)*

In the first quarter of 2025, the total volume of medicines dispensed to patients reached 185.5 million units, marking a 3.0% increase compared to the same quarter in 2024. This modest growth was primarily fueled by a 3.1% rise in the retail channel, while hospital dispensations remained quite the same (-0.3%). Analyzing the segments, prescription medications in pharmacies rose by 3.2%, whereas over-the-counter (OTC) products, which include both OTC drugs and nutritional supplements, saw a small increase of 2.9%.

From April 2024 to March 2025, the total volume of drugs dispensed to Romanian patients reached 715.4 million units, remaining approximately at the same level (-0.3%) as in the reference period (April 2023-March 2024). Prescription-based medicines (Rx) from pharmacies increased to 419.0 million units, although this still represents a small decline of 0.4%. Over-the-counter (OTC) products in pharmacies totaled 265.0 million units, which also showed a decrease of 0.7% from the reference period. In contrast, the hospital segment experienced a moderate increase, accounting for 31.4 million units, which represents a growth of 5.6%.

Market evolution in Value*

Channel/ Segment/ Contract	1st Quarter 2025				MAT (2025-Q1)			
	RON			EUR	RON			EUR
	Value	**Market Share**	*Variation*	*Value*	*Value*	**Market Share**	*Variation*	*Value*
	mn	*(%)*	*(%)*	*mn*	*mn*	*(%)*	*(%)*	*mn*
Total market	**9,249.0**	**100.0%**	**13.6%**	**1,858.5**	**35,208.1**	**100.0%**	**13.4%**	**7,076.0**
Retail	***7,865.6***	***85.0%***	***12.9%***	***1,580.5***	***29,653.9***	***84.2%***	***11.6%***	***5,959.8***
- Rx	**5,567.1**	**60.2%**	**12.7%**	**1,118.7**	**21,422.2**	**60.8%**	**12.9%**	**4,305.4**
Rx – w/o contract	*4,651.3*	*50.3%*	*10.8%*	*934.6*	*18,047.0*	*51.3%*	*12.9%*	*3,627.1*
Rx – CVR contract	*88.6*	*1.0%*	*21.3%*	*17.8*	*364.8*	*1.0%*	*-24.3%*	*73.3*
Rx – CV contract	*827.3*	*8.9%*	*24.0%*	*166.2*	*3,010.4*	*8.6%*	*20.5%*	*605.0*
- OTC	**2,298.5**	**24.9%**	**13.2%**	**461.9**	**8,231.7**	**23.4%**	**8.1%**	**1,654.4**
Hospital	***1,383.4***	***15.0%***	***17.7%***	***278.0***	***5,554.2***	***15.8%***	***24.2%***	***1,116.3***

**values calculated at PPP (Pharmacy Purchase Price) level*

In the first quarter of 2025, the total value of medicines dispensed to patients amounted to RON 9.2 billion lei, 13.6% up compared to the first quarter of 2024. This growth was driven by a 12.9% increase in the retail sector and a 17.7% increase in hospital dispensations. Within the retail channel, the value of prescription (Rx) medicines rose by 12.7%, while over-the-counter (OTC) products increased by 13.2%. Notably, retail Rx drugs related to cost-volume contracts increased by 24.0%, while those under cost-volume-result contracts advanced by 21.3%. Other Rx medicines in retail advanced by 10.8% compared to the first quarter of 2024.

In the last 12 months ended March 2025, the total market value reached RON 35.2 billion, reflecting a 13.4% increase compared to the reference period (April 2023-March 2024). Prescription-based medicines (Rx) from pharmacies generated RON 21.4 billion, marking a 12.9% rise, while over-the-counter (OTC) products totaled RON 8.2 billion, which represents an 8.1% increase. The hospital segment contributed RON 5.6 billion, demonstrating a significant growth of 24.2%. When isolating the substantial effects of the CVR and CV programs, which amounted to RON 3.4 billion, the value of prescription medicines in retail pharmacies increased by 12.9% from the previous year, reaching RON 18.05 billion (EUR 3.63 billion).

Evolution of Main Therapeutic Groups in MAT (2025-Q1)

ATC1 Groups	VOLUME			AVG. PRICE	PPP VALUE		
	mn units	**Market Share** *(%)*	**Variation** *(+/- %)*	**RON**	**mn RON**	**Market Share** *(%)*	**Variation** *(+/- %)*
Total	**715.4**	**100.0%**	**-0.3%**	**49.2**	**35,208.1**	**100.0%**	**13.4%**
Top ATC1 groups	606.6	84.8%	-0.4%	48.0	29,136.7	82.8%	13.9%
L (ANTINEOPLASTIC AND IMMUNOMOD. AG.)	5.3	0.9%	8.6%	1,495.6	7,884.6	27.1%	22.6%
A (ALIMENTARY TRACT AND METABOLISM)	154.2	25.4%	-1.3%	45.0	6,944.7	23.8%	9.2%
C (CARDIOVASCULAR SYSTEM)	163.8	27.0%	0.3%	24.6	4,031.2	13.8%	10.7%
N (NERVOUS SYSTEM)	106.9	17.6%	-2.0%	28.9	3,093.3	10.6%	10.8%
R (RESPIRATORY SYSTEM)	84.6	14.0%	1.8%	33.9	2,867.9	9.8%	13.0%
J (GENERAL ANTI-INFECTIVES SYSTEMIC)	39.0	6.4%	-6.5%	65.5	2,555.9	8.8%	11.2%
M (MUSCULOSKELETAL SYSTEM)	52.9	8.7%	3.6%	33.3	1,759.1	6.0%	15.1%
Other ATC1 groups	108.8	15.2%	0.6%	55.8	6,071.3	17.2%	11.1%

The top seven therapeutic groups accounted for 84.8% of the market volume and 82.8% of its overall value. Examining the trends among these primary therapeutic categories, there are volume increases exclusively in antineoplastic and immunomodulating agents, which saw a rise of 8.6%, in musculoskeletal system medications, with a growth of 3.6%, as well as in respiratory system with a growth of 1.8%. Treatments for cardiovascular pathologies remained at the same level in volume (+0.3%), while the other therapeutic groups recorded decreases ranging from -6.5% in the case of systemic anti-infectives to -2.0% in case of nervous system and -1.3% in digestive system and metabolism.
In the last 12 months ended March 2025, certain therapeutic categories have demonstrated value increases surpassing the market average of 13.4%. Notably, antineoplastic and immunomodulator medications experienced a remarkable growth of 22.6%, while drugs for the musculoskeletal system rose by 15.1%.
Although all other therapeutic groups also exhibited significant increases, they fell below the market average. Specifically, respiratory system medications increased by 13.0%, systemic anti-infectives by 11.2%, nervous system treatments by 10.8%, cardiovascular drugs by 10.7%, and digestive system and metabolism medications by 9.2%.

Top 20 Corporations by volume

In the first quarter of 2025, the ranking of the top 3 corporations by volume remained unchanged. Sun Pharma (including Terapia) maintained its lead with 18.6 million units, followed by Zentiva (including Labormed and Alvogen) with 16.1 million units, and Servier (including Egis) with 10.9 million units.
Over the past 12 months, the composition of the top 10 corporations changes compared to the previous edition. Thus, in first place is the Sun Pharma corporation (including Terapia) with 71.9 million units followed by Zentiva (including Labormed and Alvogen) with sales of 64.6 million units and Servier (including Egis) with 44.2 million units. The top 10 players is completed by Krka (32.5 million units), Viatris (32.2 million units), Antibiotice (23.6 million units), Menarini (22.5 million units), Biofarm (20.3 million units), Gedeon Richter (20.1 million units) and Haleon (18.3 million units).

Crt. No.	Corporation	1st Quarter 2025	MAT (2025-Q1)	
		(mn units)	*(mn units)*	*(%)*
Total market		**185.5**	**715.4**	**100.0%**
1	SUN PHARMA[1]	18.6	71.9	10.0%
2	ZENTIVA[2]	16.1	64.6	9.0%
3	SERVIER[3]	10.9	44.2	6.2%
4	KRKA D.D.	7.8	32.5	4.5%
5	VIATRIS	8.3	32.2	4.5%
6	ANTIBIOTICE	6.1	23.6	3.3%
7	MENARINI	5.7	22.5	3.1%
8	BIOFARM	5.5	20.3	2.8%
9	GEDEON RICHTER	5.0	20.1	2.8%
10	HALEON	5.5	18.3	2.6%
Top 10 Subtotal		**89.4**	**350.0**	**48.9%**
11	CD&R	4.6	17.4	2.4%
12	RECKITT BENCKISER	4.6	17.1	2.4%
13	SANDOZ	3.9	14.6	2.0%
14	MERCK KGaA	3.4	13.1	1.8%
15	DR. MAX PHARMA	3.9	12.9	1.8%
16	SANOFI[4]	2.9	12.8	1.8%
17	TEVA	3.0	11.6	1.6%
18	GLAXOSMITHKLINE	2.9	10.7	1.5%
19	NATUR PRODUKT ZDROVIT	3.0	10.6	1.5%
20	ANGELINI	2.7	9.5	1.3%
Top 20 Subtotal		**124.3**	**480.4**	**67.1%**

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Top 20 Corporations by Value*

In the first quarter of 2025, the top three hierarchy by value changed vs the previous quarter. AstraZeneca maintained the leading position with RON 488.4 million, followed by Sun Pharma (RON 422.6 million, including Terapia) and Zentiva (including Labormed and Alvogen) with RON 386.0 million.

Over the past twelve months, the ranking of the top three corporations by market value has also shifted. AstraZeneca maintained its position as the market leader with a valuation of RON 1,844.6 million. Sun Pharma (including Terapia) maintained the second place with RON 1,578.5 million, followed by Zentiva (alongside Alvogen and Labormed) at RON 1,506.2 million. The top ten also featured Johnson & Johnson with RON 1,292.3 million, Servier (including Egis) with RON 1,247.2 million, Pfizer with RON 1,174.4 million, Sanofi with RON 1,089.9 million, Hoffmann-La Roche with RON 1,059.6 million, Novartis with RON 1,042.5 million, and Merck & Co with RON 975.1 million.

Crt. No.	Corporation	1st Quarter 2025	MAT (2025-Q1)	
		(mn RON)	*(mn RON)*	*(%)*
Total market		**9,249.0**	**35,208.1**	**100.0%**
1	ASTRAZENECA	488.4	1,844.6	5.2%
2	SUN PHARMA[1]	422.6	1,578.5	4.5%
3	ZENTIVA[2]	386.0	1,506.2	4.3%
4	JOHNSON & JOHNSON	327.7	1,292.3	3.7%
5	SERVIER[3]	314.2	1,247.2	3.5%
6	PFIZER	292.4	1,174.4	3.3%
7	SANOFI[4]	265.2	1,089.9	3.1%
8	HOFFMANN LA ROCHE	280.5	1,059.6	3.0%
9	NOVARTIS	268.6	1,042.5	3.0%
10	MERCK & CO	251.2	975.1	2.8%
Subtotal Top 10		**3,296.7**	**12,810.4**	**36.4%**
11	NOVO NORDISK	233.7	956.4	2.7%
12	VIATRIS	213.1	847.8	2.4%
13	ELI LILLY	189.0	726.1	2.1%
14	BAYER AG	167.7	686.6	2.0%
15	ABBVIE	165.8	639.4	1.8%
16	MENARINI	163.9	626.4	1.8%
17	BRISTOL MYERS SQUIBB	159.1	611.9	1.7%
18	SANDOZ	158.4	599.9	1.7%
19	GLAXOSMITHKLINE	144.9	570.7	1.6%
20	RECKITT BENCKISER	156.3	566.6	1.6%
Subtotal Top 20		**5,048.4**	**19,642.2**	**55.8%**

values calculated at PPP (Pharmacy Purchase Price) level

[1] including TERAPIA
[2] including ALVOGEN and LABORMED
[3] including EGIS
[4] without OPELA HEALTHCARE products allocated to CD&R

NB: This data estimates pharmaceutical products dispensed from pharmacies to patients, the estimation of the above values, and market shares being made in pharmacy purchase prices. These data do not constitute information about the turnover and profit margins of drug manufacturers present in Romania, nor can they be extrapolated to this, due to the specific internal market regulatory framework.

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About Cegedim Customer Information:

For over 25 years, Cegedim Customer Information (CCI) has supported companies in the pharmaceutical industry through an increasingly diverse portfolio of solutions and services for market research and marketing and sales teams' management. Having currently more than 90 customers, CCI stands out for the flexibility with which it can respond to each user segment's diverse and specific needs. The company has 30 employees, including a local team of statisticians, software developers, and specialists in database processing, as well as an experienced customer support team.
We invite you to follow the Cegedim Romania page on LinkedIn and to access the materials we publish on our medical-pharmaceutical news portal, www.cegedim-healthcare.ro/stiri-din-sanatate

About Cegedim:

Founded in 1969, Cegedim is an innovative technology and services company in the field of digital data flow management for healthcare ecosystems and B2B and a business software publisher for healthcare and insurance professionals. Cegedim group employs over 6,700 people in 10 countries and generated revenue of EUR 654.5 mn in 2024. Cegedim SA is listed on the Paris Stock Exchange (EURONEXT: CGM).
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