

PRESS RELEASE

The pharmaceutical market in the first Quarter of 2026

Bucharest, April 28th, 2026

Based on the findings of the Pharma & Hospital Report, Cegedim Customer Information estimates that between April 2025 and March 2026 the volume of medicines dispensed to patients in Romania totaled 680.1 million units, 3.7% less than the dispensed volumes between April 2024 and March 2025.

The total number of treatment days remained stable (+0.3%), driven by a 0.4% increase in retail, while the number of hospital treatment days decreased by 2.7%.

At the same time, the value of medicines dispensed to patients in Romania increased by 8.0%, reaching RON 37.74 billion (EUR 7.44 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 10.7% compared to the previous year, amounting to RON 19.97 billion (EUR 3.94 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	1 st Quarter 2026			MAT 2026 – Q1		
	Total Units	Market Share	Variation*	Total Units	Market Share	Variation
	<i>mn</i>	(%)	(+/- %)	<i>mn</i>	(%)	(+/- %)
Total market	166.1	100.0%	-8.3%	680.1	100.0%	-3.7%
Retail	159.1	95.8%	-8.6%	649.8	95.6%	-3.7%
- Rx	103.2	62.1%	-3.0%	413.7	60.8%	-1.4%
Rx – w/o contract	102.1	61.4%	-3.0%	409.4	60.2%	-1.4%
Rx – CVR contract	0.002	0.0%	-16.1%	0.01	0.0%	-13.7%
Rx – CV contract	1.1	0.7%	-5.5%	4.3	0.6%	-1.9%
- OTC	55.9	33.7%	-17.4%	236.2	34.7%	-7.6%
Hospital	7.0	4.2%	0.3%	30.3	4.5%	-3.4%

* like-for-like; the variation calculated for CVR and CV contracts considered the composition of these categories for the reporting period (4th quarter 2025), respectively the reference period (4th quarter 2024)

In the 1st quarter of 2026, the total volume of medicines dispensed to patients reached 166.1 million units, marking an 8.3% decrease compared to the same quarter in 2025 (like-for-like market definition). This negative growth was mainly driven by an 8.6% fall in the retail channel, while hospital dispensations remained stable (+0.3%). Analyzing the segments, prescription medications in pharmacies decreased by 3.0%, whereas over-the-counter (OTC) products, which include both OTC drugs and nutritional supplements, fell severely by 17.4%.

Between April 2025 and March 2026, the total volume of medicines and food supplements dispensed to Romanian patients reached 680.1 million units, 3.7% less than the dispensing volume between April 2024 and March 2025. Prescription-based medicines (Rx) from pharmacies decreased to 413.7 million units (-1.4%), while over-the-counter (OTC) products in pharmacies totaled 236.2 million units, a moderate decrease of 7.6% from the reference period. Also, the hospital segment decreased by 3.4%, accounting for 30.3 million units.

Market evolution in Value*

Channel/ Segment/ Contract	1 st Quarter 2026				MAT 2026 – Q1			
	RON			EUR	RON			EUR
	Value	Market Share	Variation **	Value	Value	Market Share	Variation **	Value
	mn	(%)	(%)	mn	mn	(%)	(%)	mn
Total market	9,477.9	100.0%	3.7%	1,860.4	37,742.9	100.0%	8.0%	7,442.1
Retail	7,989.7	84.3%	3.1%	1,568.3	31,659.2	83.9%	7.7%	6,242.5
- Rx	6,074.1	64.1%	9.2%	1,192.3	23,754.9	62.9%	10.9%	4,683.7
Rx – w/o contract	5,101.7	53.8%	9.9%	1,001.4	19,972.3	52.9%	10.7%	3,937.9
Rx – CVR contract	73.1	0.8%	-17.5%	14.3	315.0	0.8%	-13.6%	62.2
Rx – CV contract	899.3	9.5%	8.7%	176.5	3,467.6	9.2%	15.2%	683.6
- OTC	1,915.6	20.2%	-12.6%	376.0	7,904.3	20.9%	-1.0%	1,558.8
Hospital	1,488.2	15.7%	7.6%	292.1	6,083.7	16.1%	9.5%	1,199.6

*values calculated at PPP (Pharmacy Purchase Price) level; ** like-for-like

Despite the negative performance in volume, the total value of medicines dispensed to patients amounted to RON 9.48 billion lei, in the 1st quarter of 2026, 3.7% up compared to the 1st quarter of 2025. This growth was driven by a 3.1% increase in the retail sector and a 7.6% increase in hospital dispensations. Within the retail channel, the value of prescription (Rx) medicines rose by 9.2%, while over-the-counter (OTC) products decreased by 12.6%. The Rx medicines in retail, other than those assigned to cost-volume and cost-volume-result contracts, advanced by 9.9% compared to the 1st quarter of 2025.

Between April 2025 and March 2026, the total market value reached RON 37.74 billion, reflecting an 8.0% increase compared to the period from April 2024 to March 2025. Prescription-based medicines (Rx) from pharmacies generated RON 23.75 billion, marking a 10.9% rise, the over-the-counter (OTC) products totaled RON 7.9 billion, marking a 1.0% decrease, while the hospital segment contributed RON 6.08 billion, demonstrating an important rise of 9.5%.

When isolating the substantial effects of the CVR and CV programs, which amounted to RON 3.78 billion, the value of prescription medicines in retail pharmacies increased by 10.7% from the reference period, reaching RON 19.97 billion (EUR 3.94 billion).

Evolution of Main Therapeutic Groups in MAT 2026 – Q1

ATC1 Groups	VOLUME			AVG. PRICE	PPP VALUE		
	mn units	Market Share (%)	Variation (+/- %)	RON	mn RON	Market Share (%)	Variation (+/- %)
Total	680.1	100.0%	-3.7%	55.5	37,742.9	100.0%	8.0%
Top ATC1 groups	575.0	84.5%	-3.9%	54.6	31,370.0	83.1%	8.2%
L (ANTINEOPLASTIC AND IMMUNOMOD. AG.)	5.4	0.9%	1.9%	1,684.2	9,090.9	29.0%	13.8%
A (ALIMENTARY TRACT AND METABOLISM)	144.7	25.2%	-2.8%	51.8	7,488.2	23.9%	10.0%
C (CARDIOVASCULAR SYSTEM)	164.5	28.6%	0.5%	26.5	4,350.7	13.9%	8.2%
N (NERVOUS SYSTEM)	102.0	17.7%	-4.4%	31.5	3,215.2	10.2%	4.1%
J (GENERAL ANTI-INFECTIVES SYSTEMIC)	36.2	6.3%	-7.2%	76.1	2,754.4	8.8%	7.8%
R (RESPIRATORY SYSTEM)	71.6	12.5%	-13.7%	37.9	2,713.6	8.7%	-4.0%
M (MUSCULOSKELETAL SYSTEM)	50.6	8.8%	-2.7%	34.7	1,757.1	5.6%	2.7%
Other ATC1 groups	105.2	15.5%	-2.6%	60.6	6,372.9	16.9%	7.0%

The top seven therapeutic groups accounted for 84.5% of the market volume and 83.1% of its overall value. In terms of evolution, there are increases in volume above the market average of -3.7% in the case of antineoplastics and immunomodulators (+1.9%), drugs for the cardiovascular system (+0.5%), the musculoskeletal system (-2.7%) and the alimentary tract and metabolism (-2.8%). On the other hand, treatments for respiratory system decreased by 13.7%, systemic anti-infectives fell by 7.2% while the nervous system decreased in volume by 4.4%.

In values, there are increases above the market average of 8.0%, for antineoplastics and immunomodulators (+13.8%), digestive system and metabolism (+10.0%), and cardiovascular system medicines (+8.2%). Other therapeutic groups had significant increases but were below the market average, thus systemic anti-infectives increased by 7.8%, medicines for nervous system disorders by 4.1%, and those for musculoskeletal system by 2.7%. Only medicines for the respiratory system fell by 4.0%.

Top 20 Corporations by volume

In the first quarter of 2026, the ranking of the top 3 corporations by volume remained unchanged. Sun Pharma (including Terapia) maintained its lead with 18.2 million units, followed by Zentiva (including Labormed and Alvogen) with 14.6 million units, and Servier (including Egis) with 11.3 million units.

Also, the composition of the top 10 corporations in the last 12 months, ending March 2026, didn't change compared to the previous edition. Thus, in first place is the Sun Pharma Corporation with 71.0 million units followed by Zentiva with sales of 60.9 million units and Servier with 44.9 million units.

The top 10 players is completed by Viatrix (33.1 million units), Krka (30.9 million units), Antibiotice (24.5 million units), Menarini (22.6 million units), Gedeon Richter (19.1 million units), Biofarm (18.5 million units), and CD&R (16.5 million units).

Crt. No.	Corporation	1 st Quarter 2026	MAT 2026 – Q1	
		(mn units)	(mn units)	(%)
Total market		166.1	680.1	100.0%
1	SUN PHARMA ¹	18.2	71.0	10.4%
2	ZENTIVA ²	14.6	60.9	9.0%
3	SERVIER ³	11.3	44.9	6.6%
4	VIATRIS	8.2	33.1	4.9%
5	KRKA D.D.	7.6	30.9	4.5%
6	ANTIBIOTICE	6.4	24.5	3.6%
7	MENARINI	5.6	22.6	3.3%
8	GEDEON RICHTER	4.6	19.1	2.8%
9	BIOFARM	4.5	18.5	2.7%
10	CD&R	4.0	16.5	2.4%
Top 10 Subtotal		84.9	341.9	50.3%
11	HALEON	4.0	16.1	2.4%
12	RECKITT BENCKISER	3.8	15.8	2.3%
13	SANDOZ	3.6	14.9	2.2%
14	MERCK KGaA	3.8	14.3	2.1%
15	SANOFI ⁴	2.7	11.9	1.7%
16	TEVA	2.7	11.1	1.6%
17	NATUR PRODUKT ZDROVIT	2.3	9.4	1.4%
18	ANGELINI	2.2	8.7	1.3%
19	GLAXOSMITHKLINE	2.1	8.5	1.2%
20	ORGANON	1.9	8.1	1.2%
Top 20 Subtotal		113.9	460.7	67.7%

Top 20 Corporations by Value*

In the first quarter of 2026, the top three hierarchy by value hasn't changed vs the previous quarter. AstraZeneca maintained the leading position with RON 554.4 million, followed by Sun Pharma (RON 451.9 million, including Terapia) and Zentiva (including Labormed and Alvogen) with RON 381.4 million.

Over the past twelve months, the ranking of the top three corporations by market value also remained the same. AstraZeneca maintained its position as the market leader with a valuation of RON 2,124.2 million. Sun Pharma maintained second place with RON 1,712.9 million, followed by Zentiva at RON 1,544.3 million.

The top ten also featured Johnson & Johnson with RON 1,443.1 million, Servier with RON 1,328.0 million, Pfizer with RON 1,238.7 million, Merck & Co with RON 1,227.9 million, Sanofi with RON 1,169.6 million, Novartis with RON 1,143.2 million, and Hoffmann-La Roche with RON 1,123.9 million.

Crt. No.	Corporation	1 st Quarter 2026	MAT 2026 – Q1	
		(mn RON)	(mn RON)	(%)
Total market		9,477.9	37,742.9	100.0%
1	ASTRAZENECA	554.4	2,124.2	5.6%
2	SUN PHARMA ¹	451.9	1,712.9	4.5%
3	ZENTIVA ²	381.4	1,544.3	4.1%
4	JOHNSON & JOHNSON	369.4	1,443.1	3.8%
5	SERVIER ³	332.7	1,328.0	3.5%
6	PFIZER	306.4	1,238.7	3.3%
7	MERCK & CO	327.6	1,227.9	3.3%
8	SANOFI ⁴	280.2	1,169.6	3.1%
9	NOVARTIS	292.6	1,143.2	3.0%
10	HOFFMANN LA ROCHE	280.9	1,123.9	3.0%
Subtotal Top 10		3,577.5	14,055.8	37.2%
11	NOVO NORDISK	268.6	1,050.5	2.8%
12	ELI LILLY	288.6	1,023.8	2.7%
13	VIATRIS	207.9	867.2	2.3%
14	BRISTOL MYERS SQUIBB	182.2	700.1	1.9%
15	BAYER AG	164.5	687.5	1.8%
16	MENARINI	162.3	662.6	1.8%
17	ABBVIE	158.5	662.2	1.8%
18	GILEAD SCIENCE INC.	166.7	631.8	1.7%
19	SANDOZ	152.3	610.1	1.6%
20	RECKITT BENCKISER	141.1	562.9	1.5%
Subtotal Top 20		5,470.1	21,514.5	57.0%

*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.

*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.

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