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IQDATA Focus

Analytics. Innovation. Accuracy.

February 2026



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Content

- Macro-economic indicators
- Total pharma market
- Retail segment
- State-funded segment

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The following definitions are used in the existing IQDATA report

Disclaimer

TIME PERIOD

Analyzed period of this report:

- March 2025 – February 2026

We apply MAT (Moving Annual Total) for comparison analysis

YoY: year over year growth

CAGR: compound annual growth rate

VALUES

VALUE – Rubles

VOLUME – Packs

Trade price (sell-in to pharmacies and hospitals)

MARKET

Total pharma market (all product categories including Z98 food supplements)

Source (IQDATA audits):

- Retail audit of drugs in RF
- Public audit of drugs in RF (excluding DLO and RLO)
- RLO and DLO (excluding sales of ATC2 EphMRA2 groups T02, T03)

CHANNELS

Retail channel (out-of-pocket market)

State-funded channel (all products are reimbursed) covers Public (excluding DLO/RLO), RLO, DLO

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Macro-economic indicators



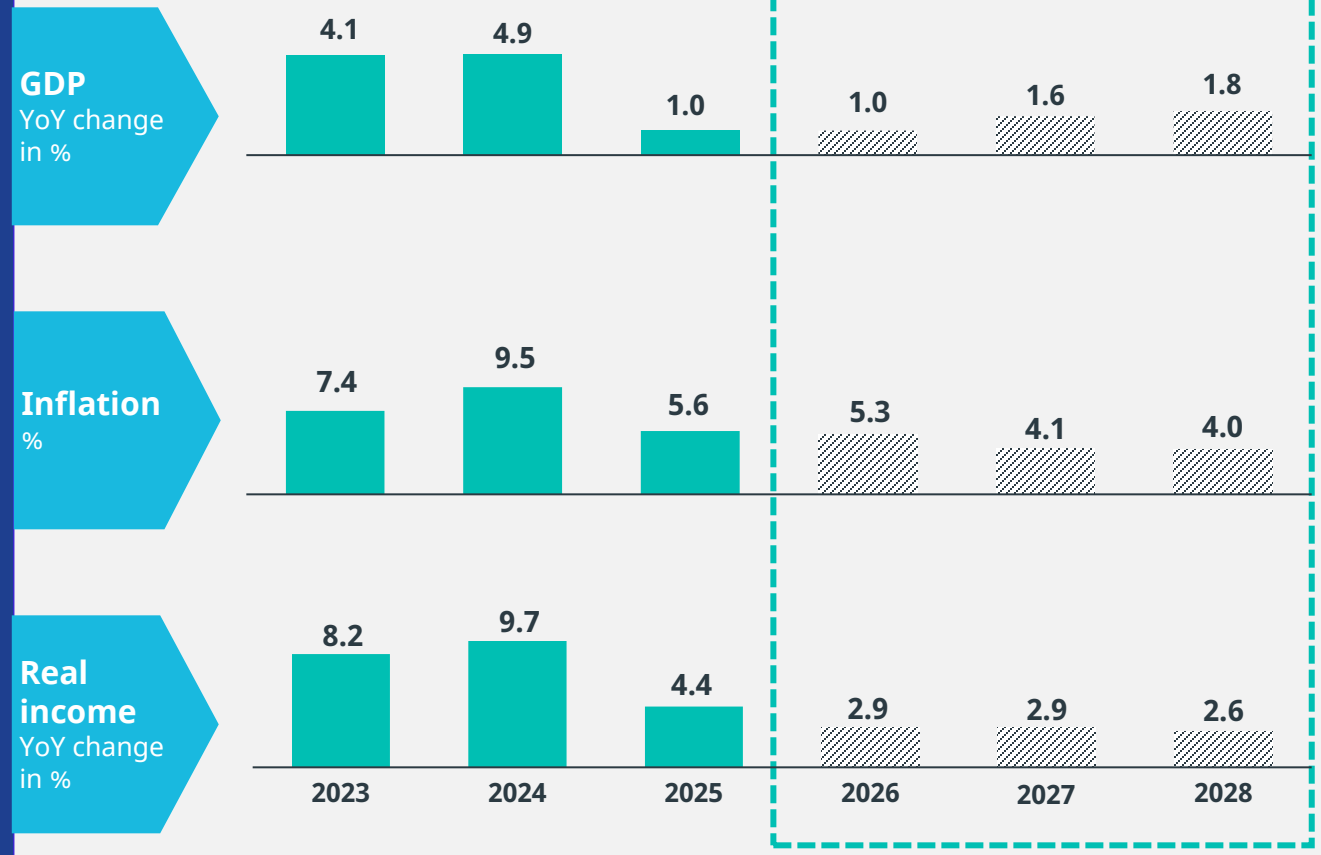
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Updated quarterly

In 2025 Russia's GDP growth rate fell sharply to 1%, in 2026-2028 economic growth is not expected to accelerate

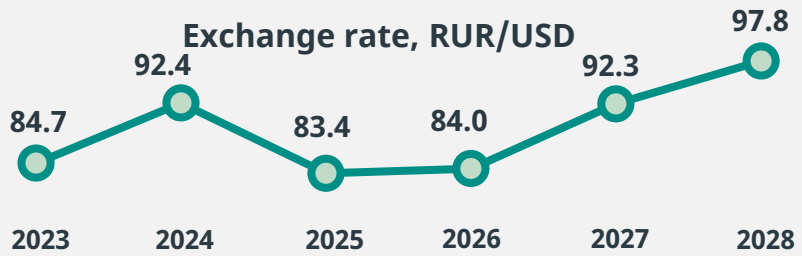
Key economic indicators

Economic indicators



Comments

- The **GDP forecast** for 2026 is **1%**. **Real income** is expected to grow by **2.9%** in 2026
- The **inflation rates** in 2026 and subsequent periods **are projected at 4–5.3%**
- **Uncertainty remains** around several developments: **inflation** resilience and **monetary tightening**, **demand** dynamics and **global supply chain strains**, food and energy market volatility, large stocks of debt and **geopolitical tensions**



Economy

Source: IQDATA analysis, Макроэкономический опрос Банка России | Банк России (March 2026 update)

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Total pharma market

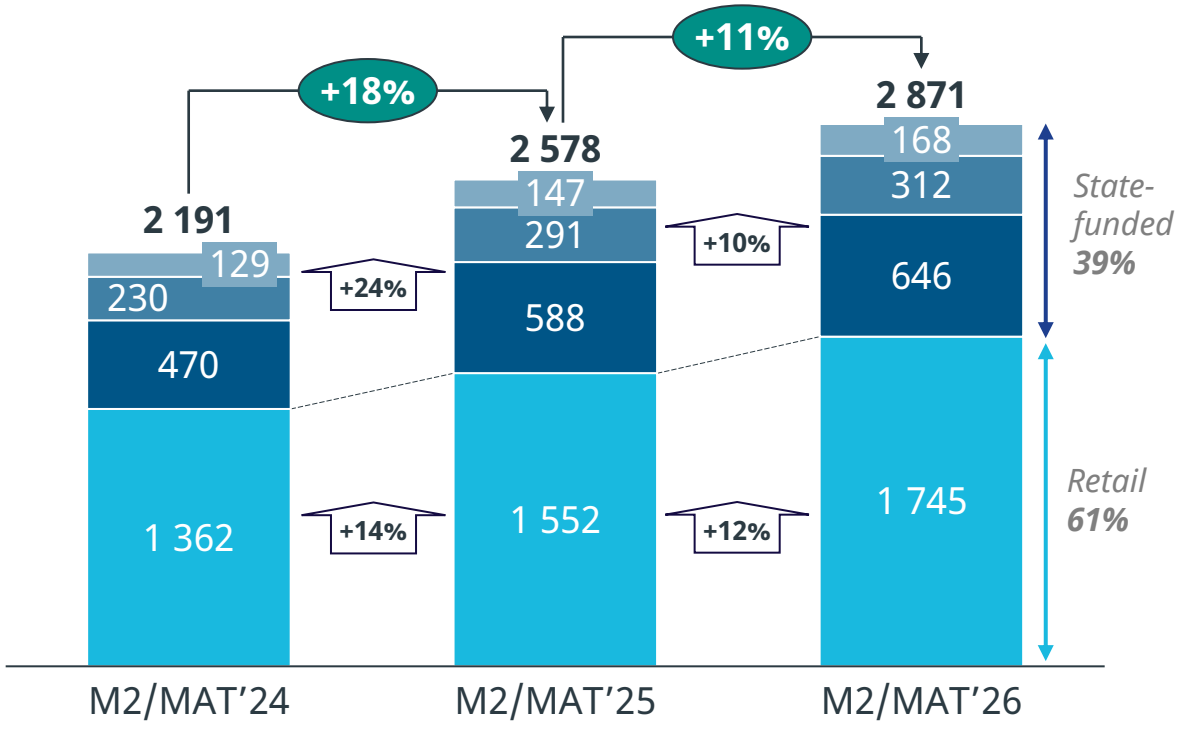


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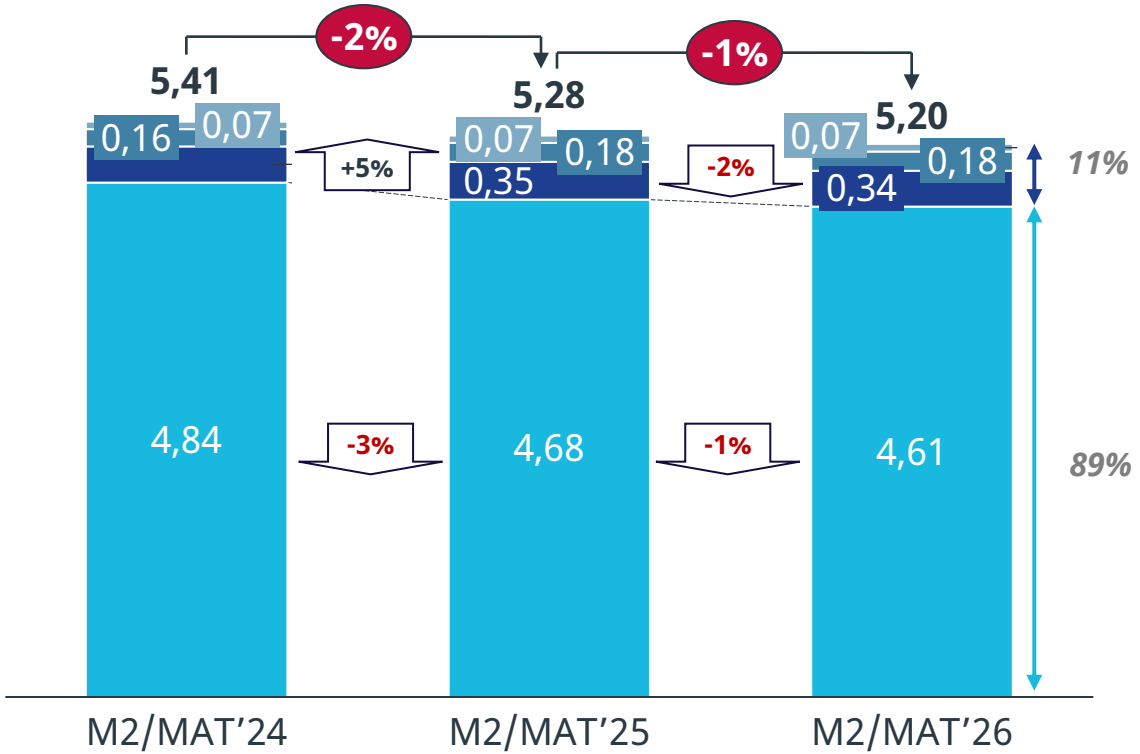
The growth of Russian pharmaceutical market is slowing down in value both in retail and state-funded segments

Total pharma market by channels

Total Sales by Value
Bln RUB



Total Sales by Volume
Bln Packs



Retail | Public | Federal Reimbursement | Regional Reimbursement

Indicator	RUB	USD	EURO	Packs	SU
Value MAT'2'26, Bln	**2 871,2**	**35,7**	**31,0**	**5,2**	**220**
Growth 26/25, %	**11%**	**30%**	**21%**	**-1%**	**0%**

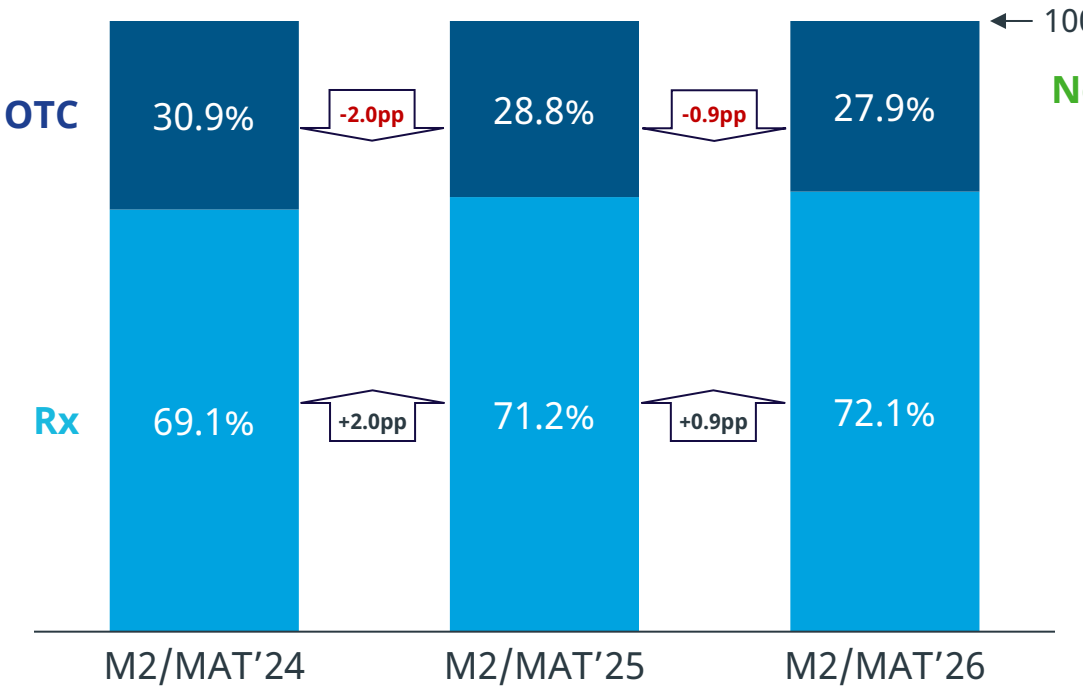
Source: IQDATA database (Retail, Public, DLO, RLO); Trade price

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The market is dominated by Rx drugs; Share of generics is growing slightly compared to previous period

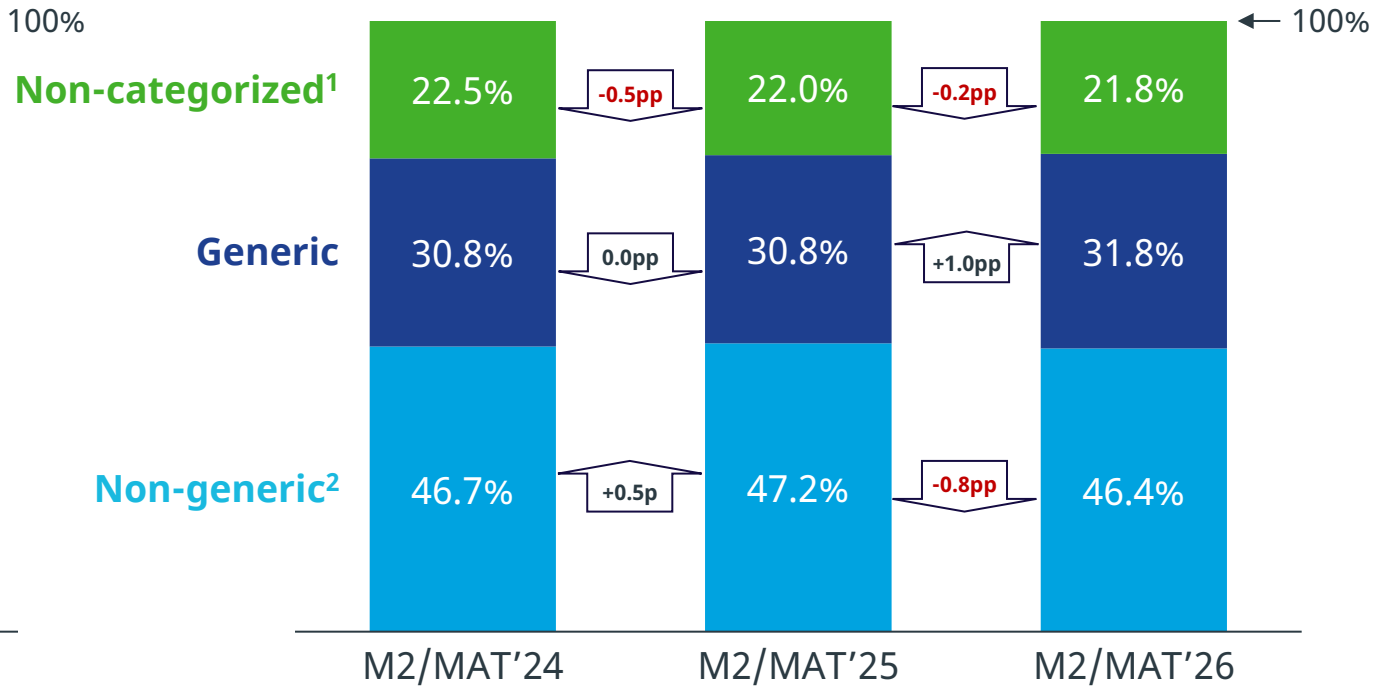
Total pharma market by structure

Prescription status
RUB



	Rx / OTC, %		
Retail	51 / 49	53 / 47	55 / 45
State	99 / 1	99 / 1	99 / 1

Non-generic vs generic drugs
RUB



	Non-generic² / Generic / Non-categorized¹, %		
Retail	31 / 40 / 29	31 / 40 / 29	32 / 40 / 28
State	73 / 15 / 12	71 / 18 / 11	69 / 19 / 12

Source: IQDATA database (Retail, Public, DLO, RLO); Trade price

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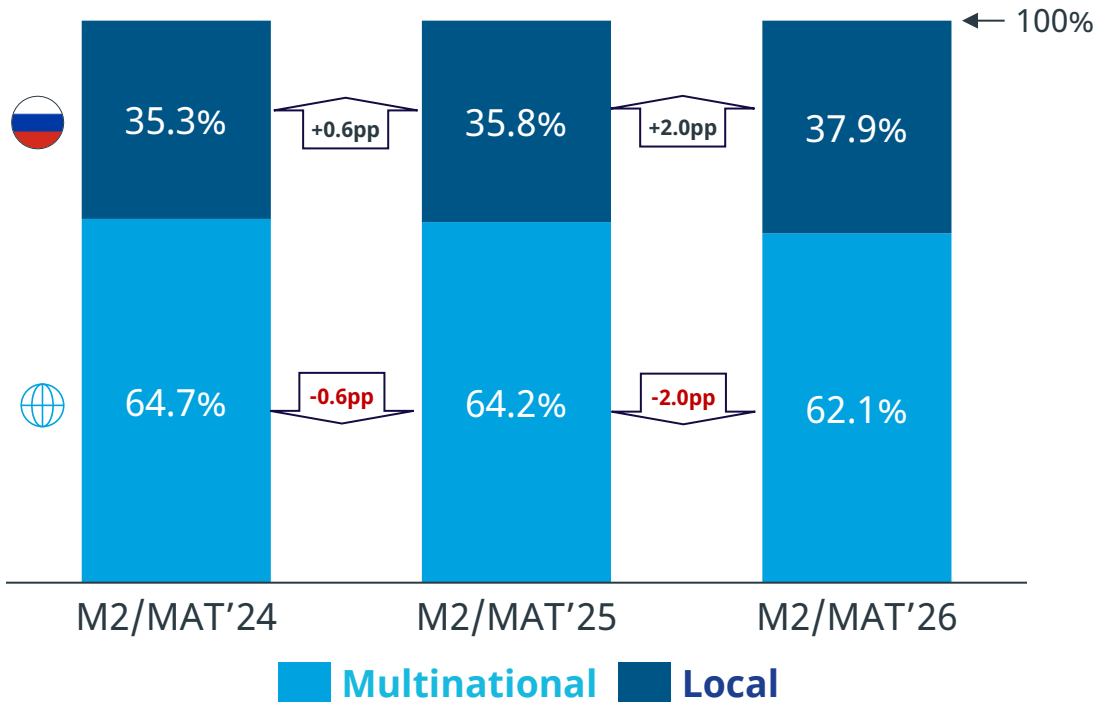
Notes: (1) Vaccines, probiotics, base solutions (e.g. NaCl); (2) Original and first-in-INN products, biosimilars

Share of local companies is increasing in value while multinational companies grow in volume vs previous period

Total pharma market by corporation nationality

Total Sales value

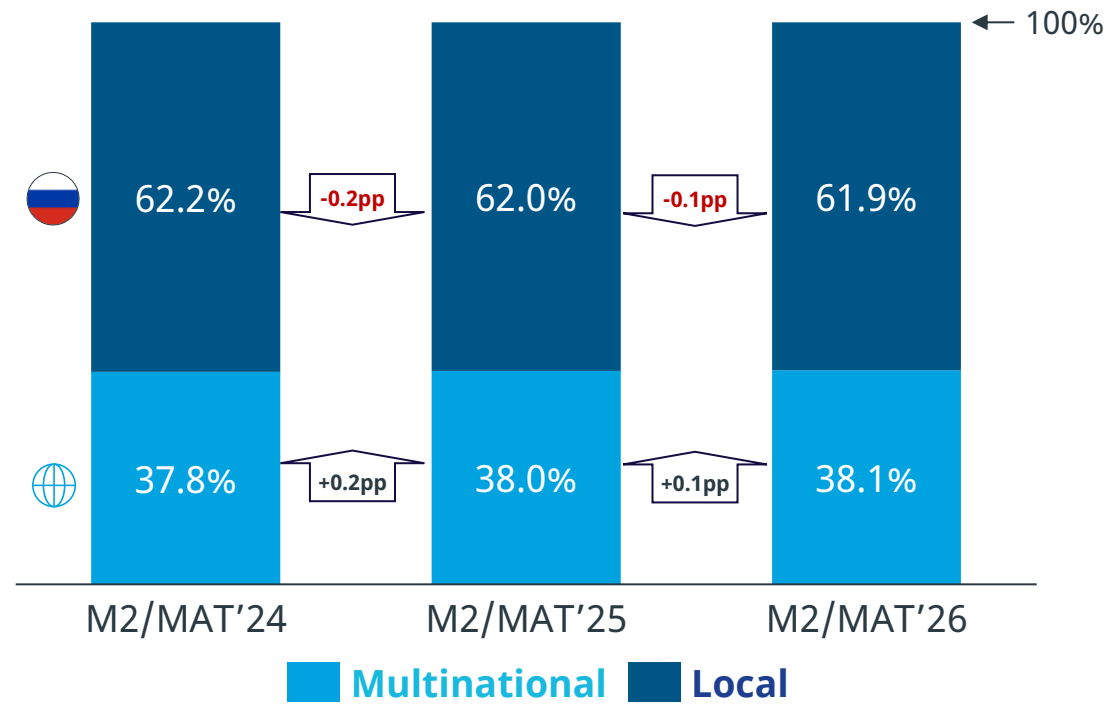
RUB



	Multinational / Local, %		
Retail	63 / 37	62 / 38	60 / 40
State	68 / 32	67 / 33	65 / 35

Total Sales volume

Packs



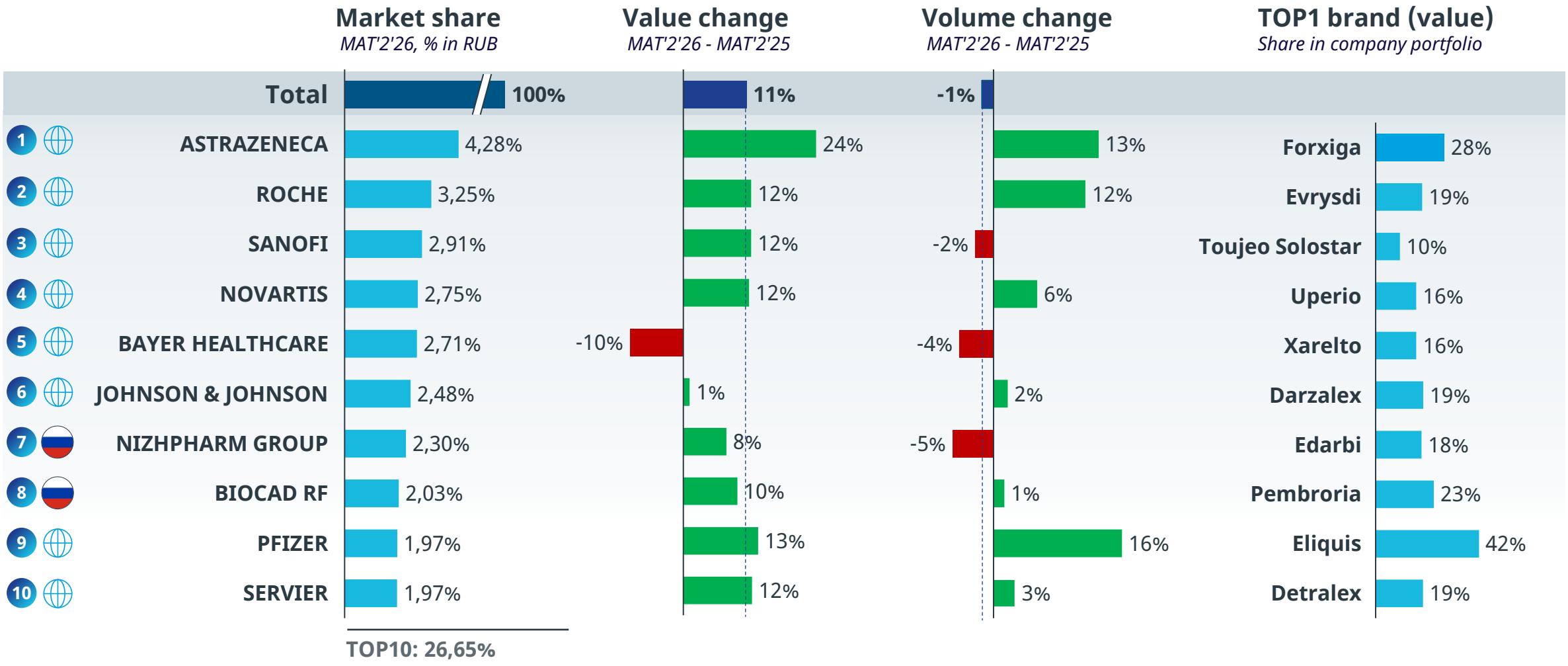
	Multinational / Local, %		
Retail	40 / 60	40 / 60	41/ 59
State	20 / 80	20 / 80	19 / 81

Source: IQDATA database (Retail, Public, DLO, RLO); Trade price

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All TOP10 companies, except for Bayer, have shown value growth compared to the previous period

TOP10 overall ranking of companies by sales

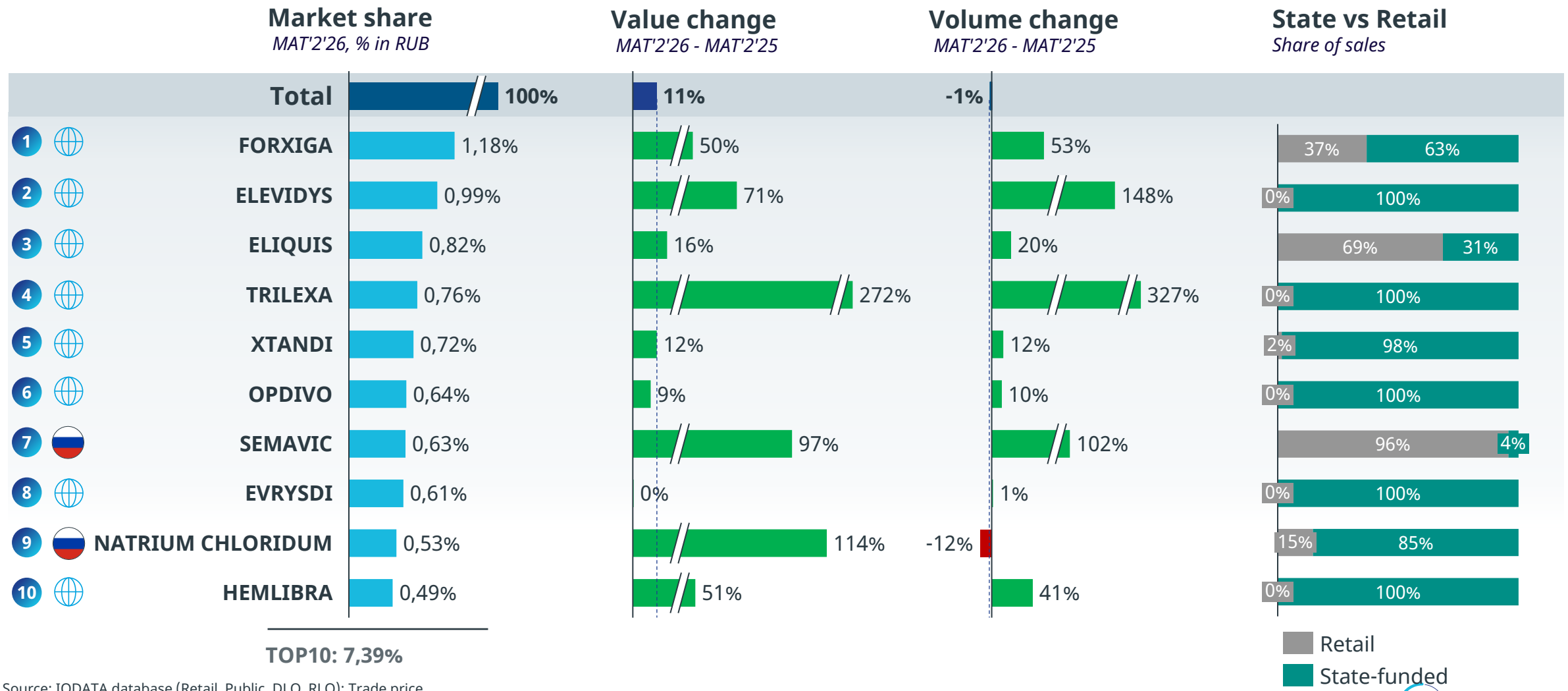


Source: IQDATA database (Retail, Public, DLO, RLO); Trade price

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Most of TOP10 brands generate their sales primarily in the state-funded segment; Two of TOP10 brands are local

TOP10 overall ranking of brands by sales



Source: IQDATA database (Retail, Public, DLO, RLO); Trade price

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Retail segment

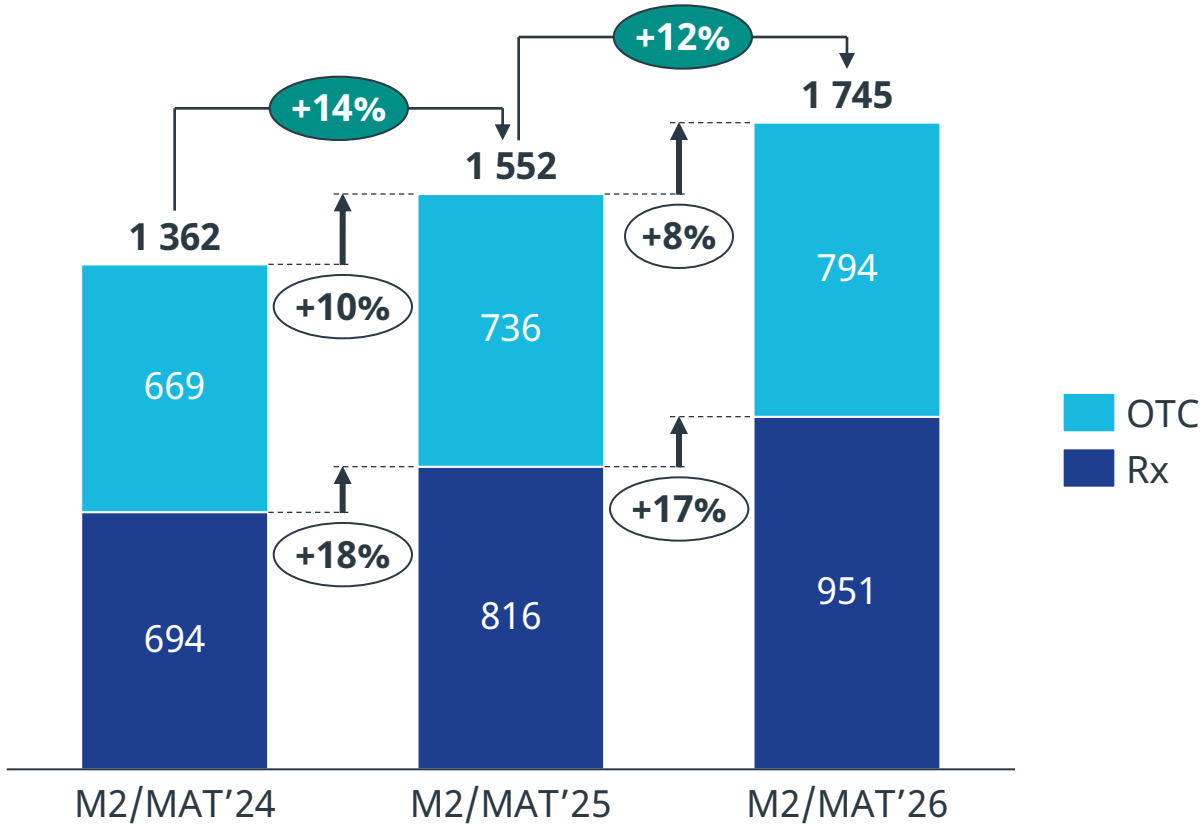


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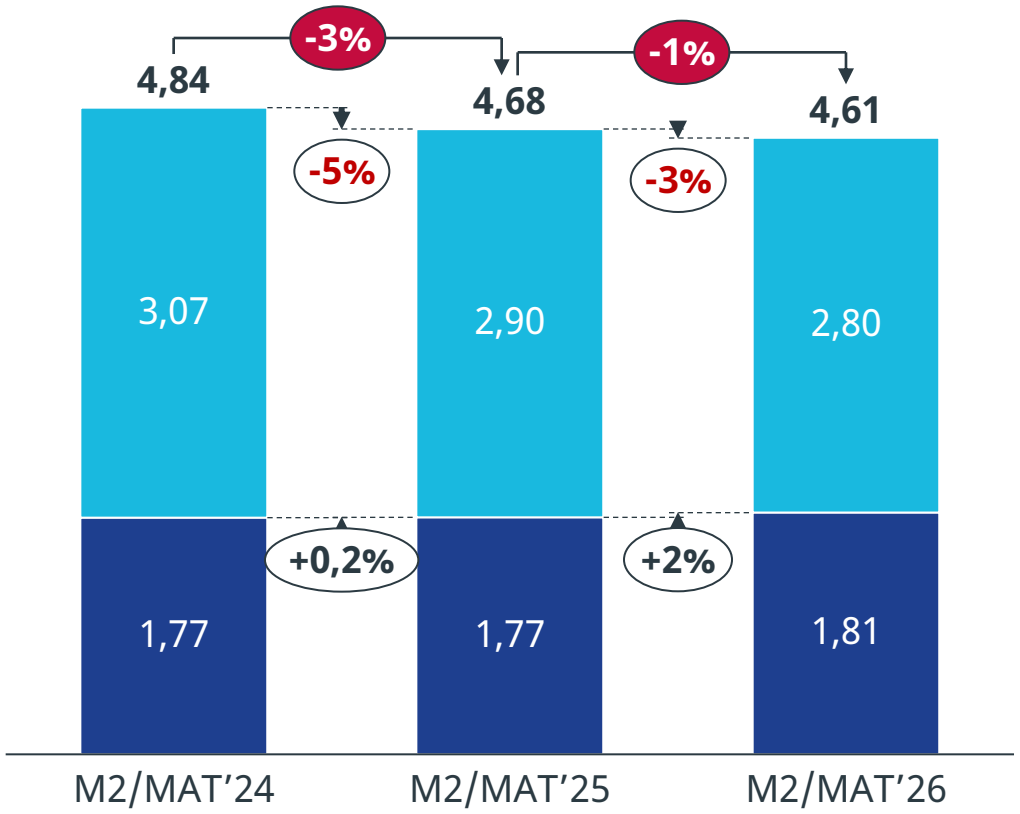
Both Rx and OTC segments of the retail market are slowing down their growth rates in value

Total Retail segment dynamics by OTC/Rx

Total Retail Sales by Value
Bln RUB



Total Retail Sales by Volume
Bln Packs



Source: IQDATA database (Retail); Trade price

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All TOP10 categories show positive value dynamics compared to previous period

Retail segment EphMRA2 TOP10 performance

	EphMRA2	Market Share MAT'2'26 Bln RUB, %	CAGR, MAT'2'26 - MAT'2'24 %	YoY, MAT'2'26 - MAT'2'25 %	TOP1 Brand MS% within relative EphMRA2
1	Z98 - Sotc Product	121 (7%)	16%	11%	Bac-Set 3%
2	C09 - Agents Acting On The Renin-Angiotensin System	91 (5%)	16%	16%	Edarbi 13%
3	A10 - Drugs Used In Diabetes	74 (4%)	57%	60%	Forxiga 17%
4	R05 - Cough And Cold Preparations	64 (4%)	3%	9%	Theraflu 14%
5	G03 - Sex Hormones And Products With Similar Desired Effects, Systemic Action Only	64 (4%)	15%	12%	Femoston 13%
6	R01 - Nasal Preparations	56 (3%)	6%	7%	Otrivin 10%
7	B01 - Antithrombotic Agents	56 (3%)	10%	2%	Eliquis 29%
8	M05 - Other Drugs For Disorders Of The Musculo-Skeletal System	55 (3%)	17%	12%	Flexotron 15%
9	N02 - Analgesics	55 (3%)	11%	11%	Nurofen 20%
10	G04 - Urologicals	48 (3%)	10%	8%	Canephron 13%
	TOP10	**684 (39%)**	**15%**	**14%**	

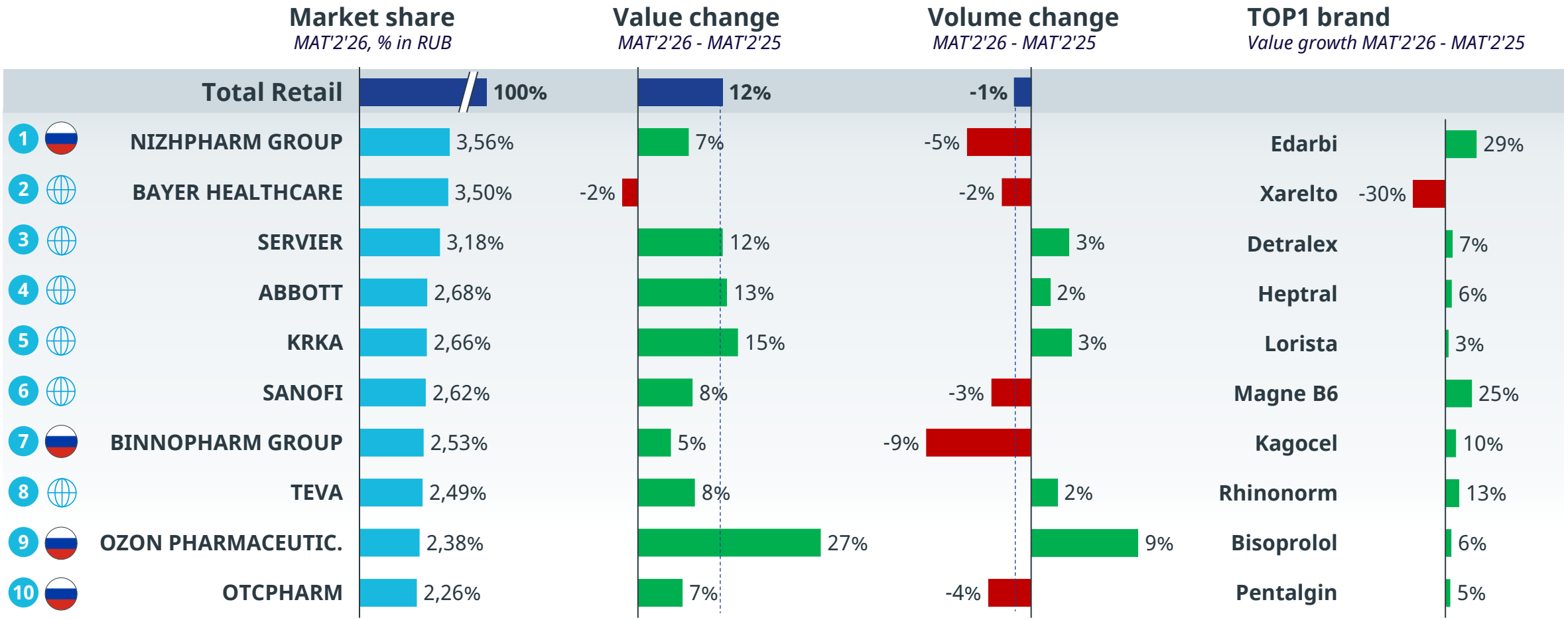
Retail segment

Source: IQDATA database (Retail); Trade price

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All TOP10 companies, except for Bayer, have shown value growth compared to the previous period

TOP10 retail segment ranking of companies by sales

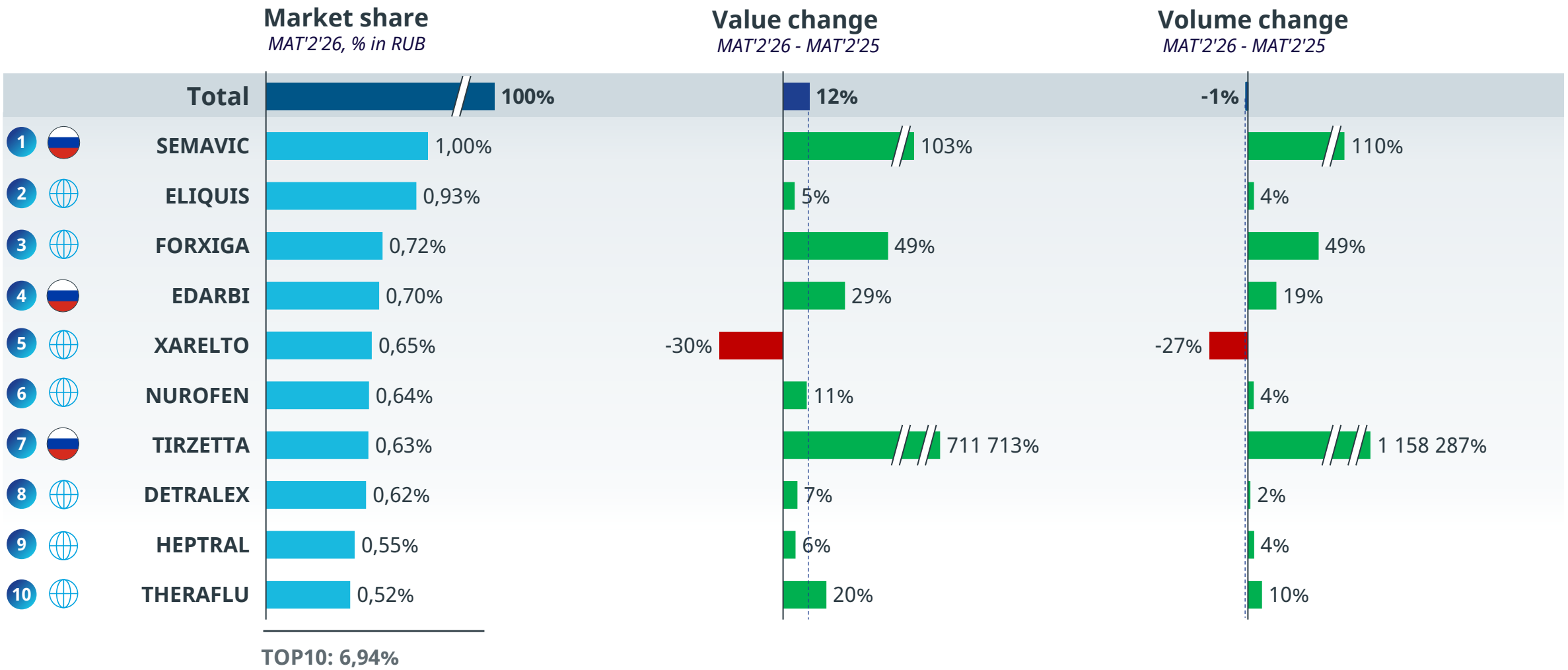


Source: IQDATA database (Retail); Trade price

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The highest growth compared to the previous period is demonstrated by diabetes and obesity drugs

TOP10 retail segment ranking of brands by sales

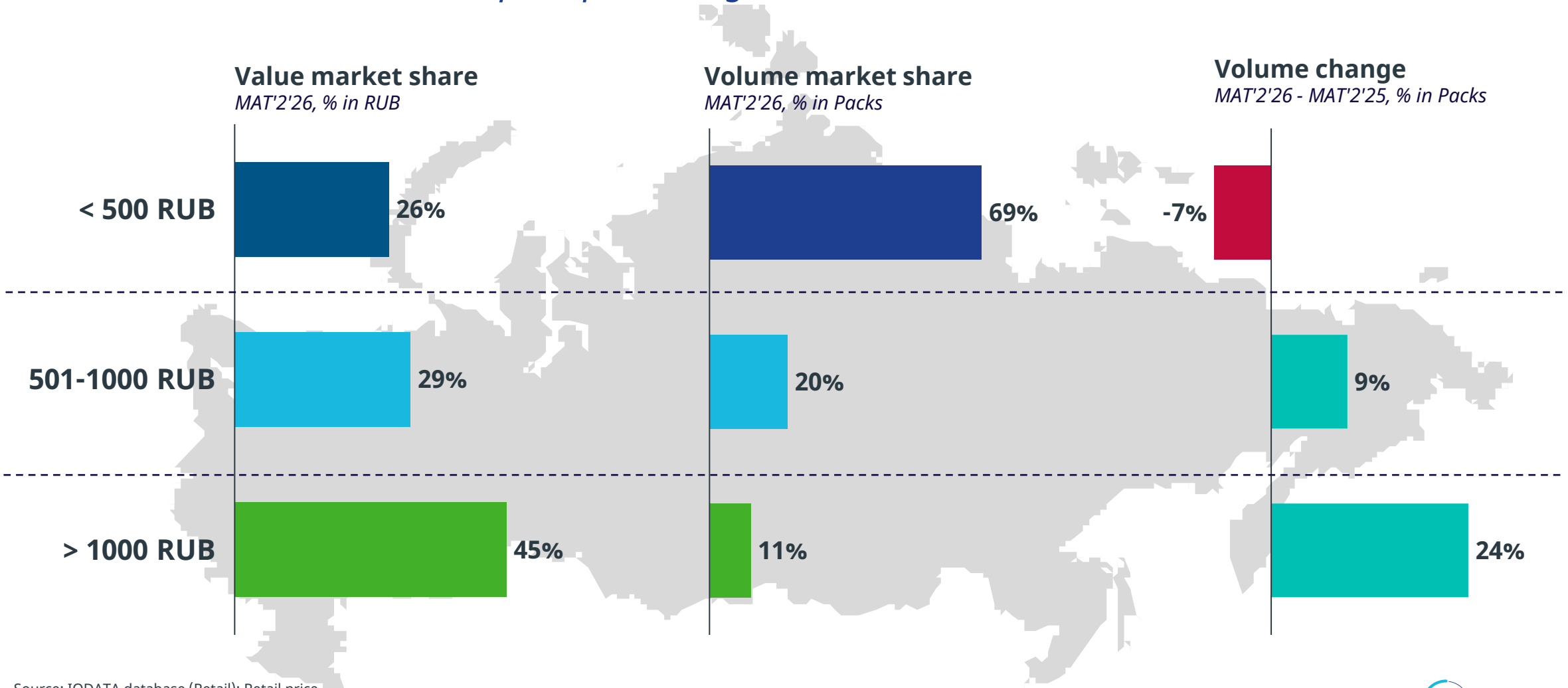


Source: IQDATA database (Retail); Trade price

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Drugs priced under 500 Rubles per pack account for 69% of the volume sales in retail segment; More expensive segments have positive volume dynamics vs previous period

Retail sales distribution across pack price ranges



Source: IQDATA database (Retail); Retail price

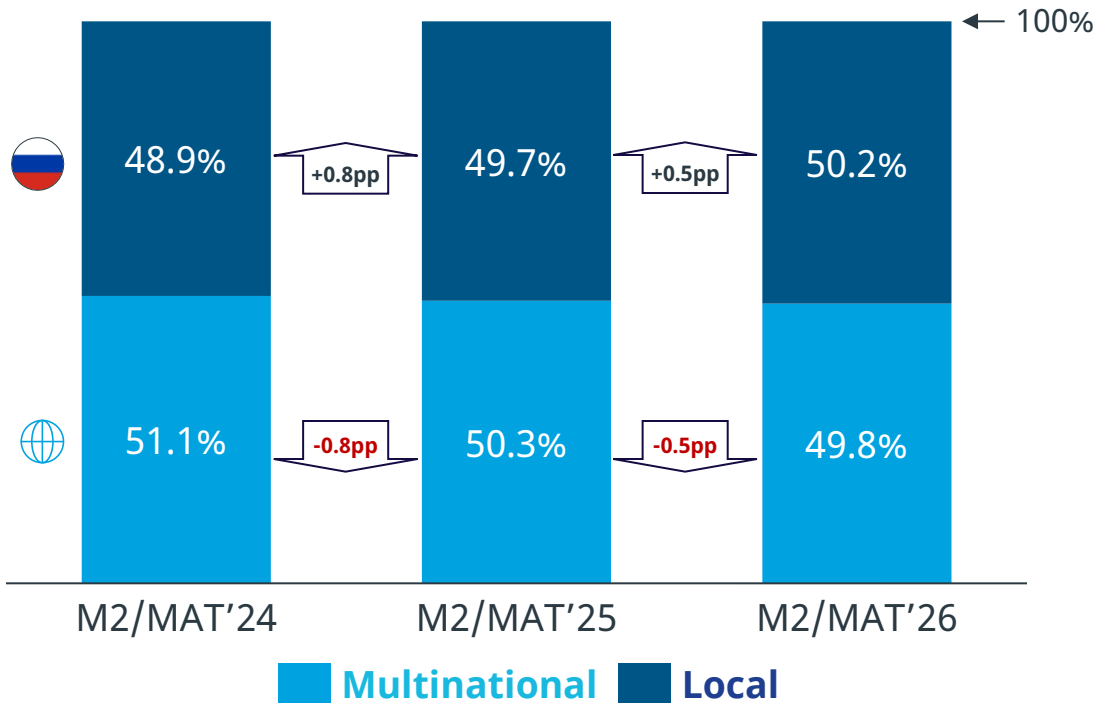
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Share of local companies in FS/DS segment has increased both in value and volume vs previous period

Food/Dietary supplements segment by corporation nationality

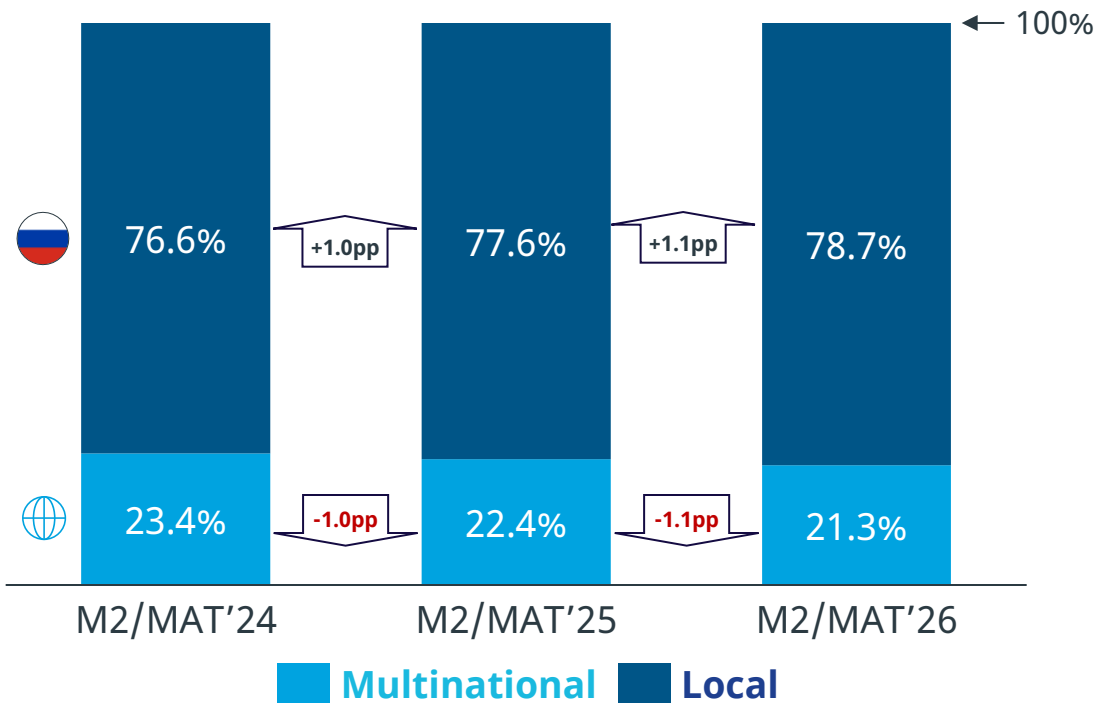
Total Sales value

RUB



Total Sales volume

Packs



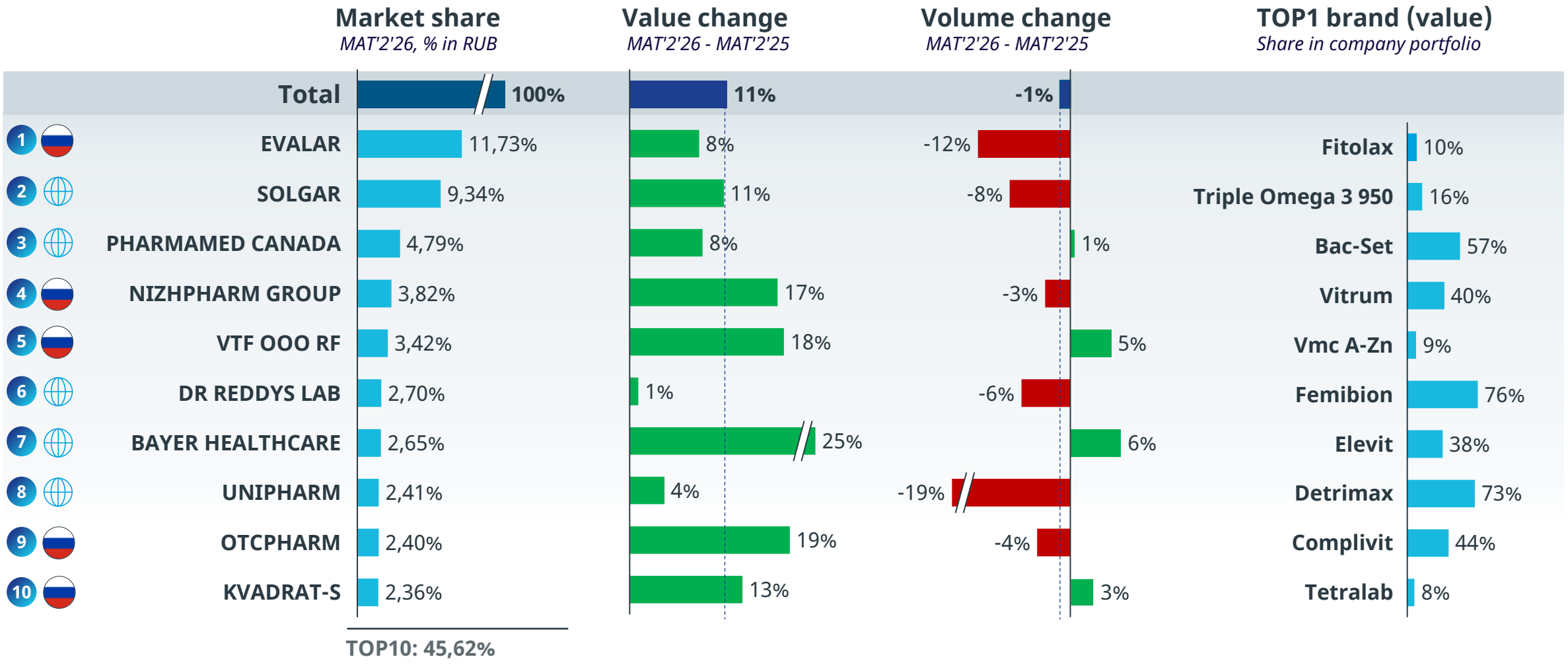
Total pharmaceutical market overview

Source: IQDATA database (Retail, Public, DLO, RLO); Trade price

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All TOP10 companies in FS/DS segment are showing positive value growth vs previous period

TOP10 overall ranking of companies by sales in food/dietary supplements segment

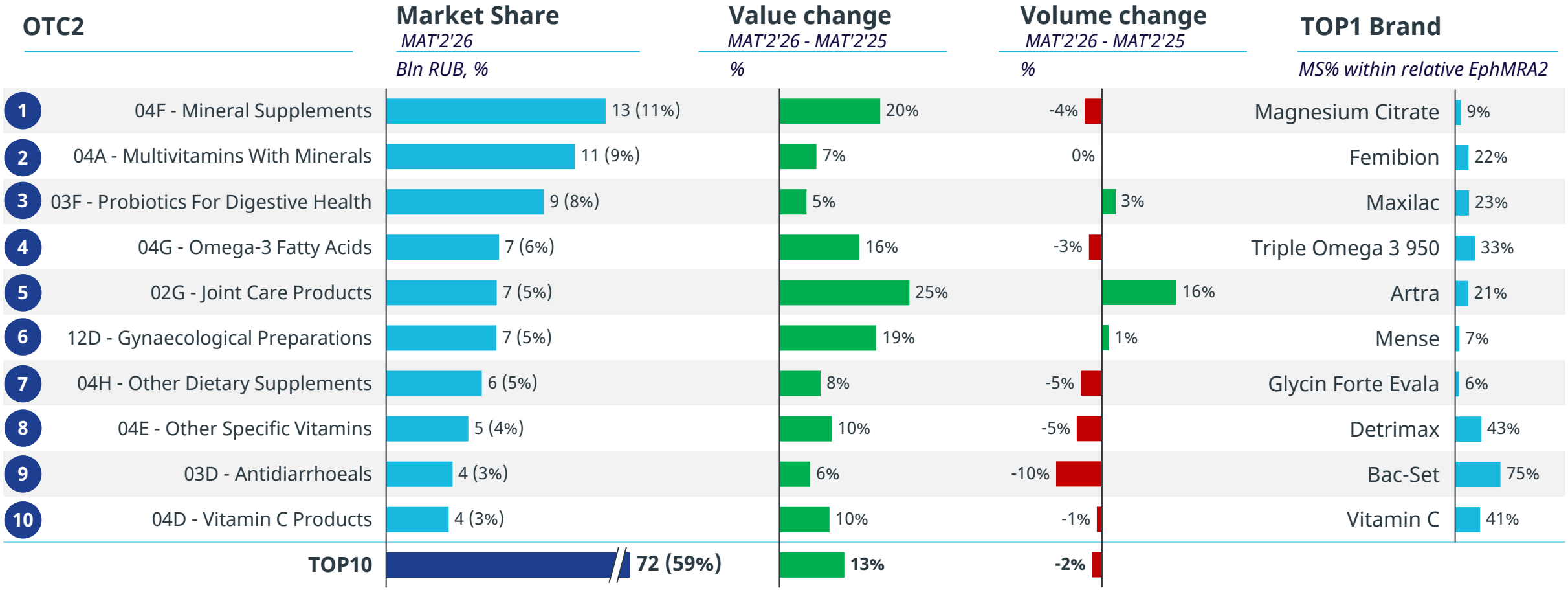


Source: IQDATA database (Retail, Public, DLO, RLO); Trade price

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In FS/DS segment all OTC2 categories in TOP10 demonstrate value growth vs previous period

Food/Dietary supplements segment OTC2 TOP10 performance



Total pharmaceutical market overview

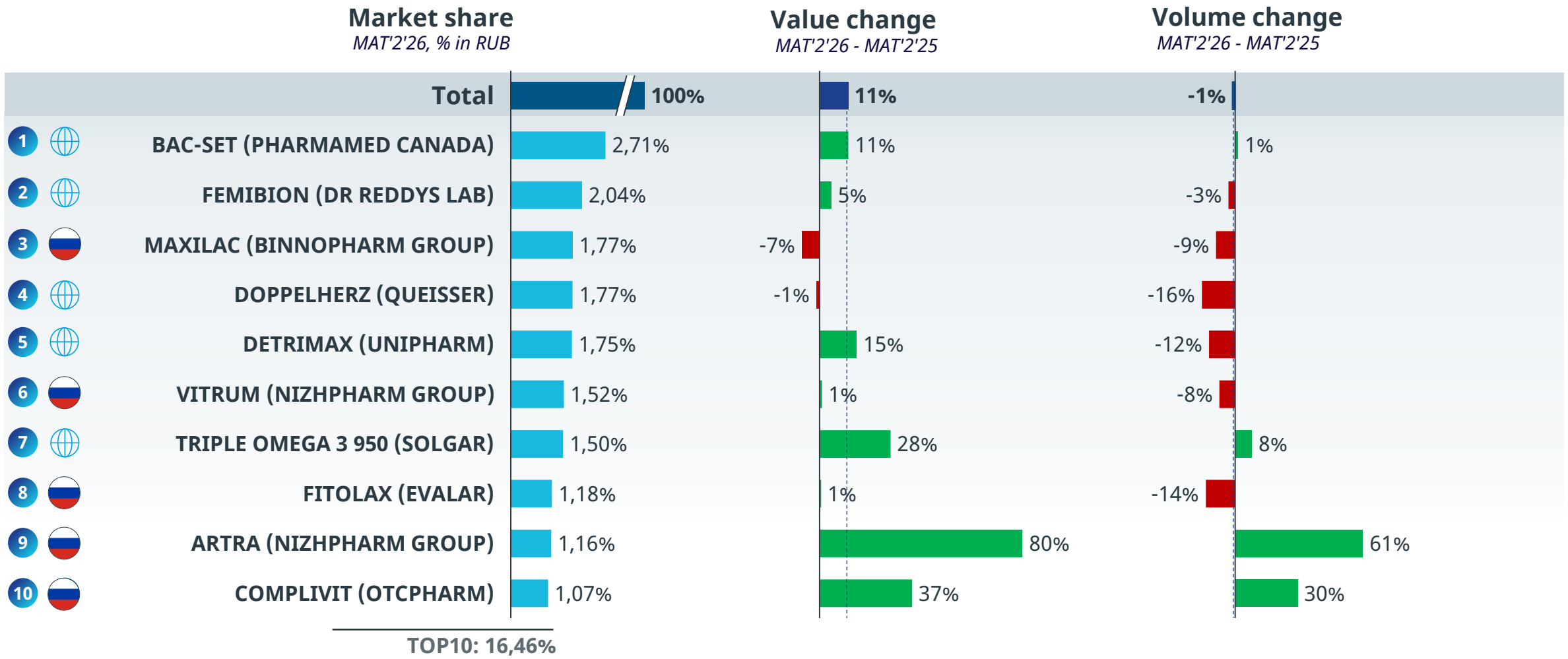
Source: IQDATA database (Retail, Public, DLO, RLO); Trade price

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FS/DS segment

ARTRA (NIZHPHARM GROUP) is the fastest-growing brand in value and volume terms among the TOP10 vs previous period

TOP10 overall ranking of brands by sales in food/dietary supplements segment



Source: IQDATA database (Retail, Public, DLO, RLO); Trade price

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TOP10 brands by sales across pack price ranges in the food/dietary supplements segment

FS/DS segment

<500 RUR

TOP10 brands
Sales, MS MAT'2'26

Bln. Trd. RUR

1	Ferrohaematogen (Pharmstandart)	0,7 (3,0%)
2	Lactacyd (Sopharma)	0,4 (1,7%)
3	Glycin Forte Evala (Evalar)	0,3 (1,4%)
4	Fitolax (Evalar)	0,3 (1,3%)
5	Vmc A-Zn (Vtf Ooo Rf)	0,3 (1,3%)
6	Naturetto (Natur Product)	0,3 (1,2%)
7	Lollipop+C (Guslitsa Ooo)	0,3 (1,2%)
8	Naturino (Natur Product)	0,3 (1,2%)
9	Complivit (Otcpharm)	0,3 (1,2%)
10	Evalar Bio (Evalar)	0,2 (1,1%)
	TOP10	**3,3 (14,6%)**

500-1500 RUR

TOP10 brands
Sales, MS MAT'2'26

Bln. Trd. RUR

	Bac-Set (Pharmamed Canada)	3,3 (6,1%)
	Maxilac (Binnopharm Group)	2,2 (4,0%)
	Detrimax (Unipharm)	2,1 (3,8%)
	Doppelherz (Queisser)	1,5 (2,7%)
	Vitrum (Nizhpharm Group)	1,2 (2,3%)
	Fitolax (Evalar)	1,1 (2,1%)
	Complivit (Otcpharm)	1,0 (1,9%)
	Omega-3 (Polyaris)	0,8 (1,5%)
	Vitamin C (Evalar)	0,8 (1,4%)
	Phytomucil (Pharmamed Canada)	0,7 (1,3%)
	TOP10	**14,6 (27,2%)**

>1500 RUR

TOP10 brands
Sales, MS MAT'2'26

Bln. Trd. RUR

	Triple Omega 3 950 (Solgar)	1,8 (4,0%)
	Femibion (Dr Reddys Lab)	1,8 (3,9%)
	Artra (Nizhpharm Group)	1,4 (3,1%)
	Magnesium Citrate (Solgar)	1,2 (2,7%)
	Elevit (Bayer Healthcare)	0,9 (2,0%)
	Sideral (Pharmanutra S.P.A.)	0,9 (2,0%)
	Theraflex (Bayer Healthcare)	0,9 (2,0%)
	Artneo (Petrovax)	0,7 (1,5%)
	Doppelherz (Queisser)	0,7 (1,5%)
	Dikirogen (Pizeta Pharma)	0,6 (1,4%)
	TOP10	**10,9 (24,1%)**

Source: IQDATA database (Retail, Public, DLO, RLO); Trade price

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TOP10 categories in E-commerce (OTC/Rx)

OTC segment

	TOP10 EphMRA2 *Sales, MS% MAT'2'26* *Bln. RUR, %*	Sales split E-com/offline *%, MAT'2'26*
1	Z98A - Sotc Product	37,9 (27,4%)	24%	76%
2	R02A - Throat Preparations	5,2 (3,8%)	11%	89%
3	R01A - Topical Nasal Preparations	4,7 (3,4%)	9%	91%
4	C05C - Varicose Therapy, Systemic	4,6 (3,3%)	18%	82%
5	N02B - Non-Narcotics And Anti-Pyretics	3,8 (2,8%)	8%	92%
6	A05B - Liver Disorder Products, Hepatic Protectors And Lipotropics	3,3 (2,4%)	16%	84%
7	R05C - Expectorants	2,9 (2,1%)	10%	90%
8	A07F - Antidiarrhoeal Micro-Organisms	2,7 (2,0%)	16%	84%
9	L03A - Immunostimulating Agents Excluding Interferons	2,6 (1,9%)	13%	87%
10	A09A - Digestives Including Enzymes	2,6 (1,9%)	12%	88%

TOP10 MS%: 51%

Avg. E-com segment MS%: 14%

E-com Offline

Rx segment

	TOP10 EphMRA2 *Sales, MS% MAT'2'26* *Bln. RUR, %*	Sales split E-com/offline *%, MAT'2'26*
1	A10S - Glp-1 Agonist Antidiabetics	16,6 (6,8%)	53%	47%
2	M05X - All Other Musculoskeletal Products	15,8 (6,5%)	35%	65%
3	G03A - Hormonal Contraceptives, Systemic	12,1 (5,0%)	33%	67%
4	A08A - Antiobesity Preparations, Excluding Dietetics	9,6 (4,0%)	50%	50%
5	N06A - Anti-Depressants And Mood Stabilisers	7,1 (3,0%)	33%	67%
6	B01F - Direct Factor Xa Inhibitors	6,9 (2,8%)	21%	79%
7	C10A - Lipid-Regulating Products	6,4 (2,7%)	20%	80%
8	C09D - Angiotensin-Ii Antagonists, Combinations	6,2 (2,6%)	19%	81%
9	M01A - Anti-Rheumatics, Non-Steroidal	5,2 (2,1%)	10%	90%
10	C09B - Ace Inhibitors, Combinations	5,0 (2,1%)	17%	83%

TOP10 MS%: 38%

Avg. E-com segment MS%: 23%

E-com Offline

Retail segment

Source: IQDATA bases: Pharmatrend Russia, Pharmatrend Russia: E-commerce; without EphMRA2: T02,T03; Retail prices

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TOP10 companies in E-commerce (OTC/Rx)

OTC segment

	TOP10 companies *Sales, MS% MAT'2'26* *Bln. RUR, %*	Sales split E-com/offline *%, MAT'2'26*
1	Nizhpharm Group 6,0 (4,4%)	13% 87%
2	Evalar 5,6 (4,1%)	24% 76%
3	Solgar 5,3 (3,8%)	42% 58%
4	Bayer Healthcare 5,2 (3,8%)	17% 83%
5	Sanofi 4,6 (3,3%)	13% 87%
6	Otcpharm 4,5 (3,3%)	10% 90%
7	Haleon 3,6 (2,6%)	11% 89%
8	Servier 3,4 (2,5%)	18% 82%
9	Johnson & Johnson 3,3 (2,4%)	13% 87%
10	Binnopharm Group 3,3 (2,4%)	10% 90%

TOP10 MS%: 32%

E-com Offline

Avg. E-com segment MS%: **14%**

Rx segment

	TOP10 companies *Sales, MS% MAT'2'26* *Bln. RUR, %*	Sales split E-com/offline *%, MAT'2'26*
1	Promomed 13,6 (5,6%)	49% 51%
2	Geropharm 13,1 (5,4%)	47% 53%
3	Bayer Healthcare 12,5 (5,2%)	31% 69%
4	Servier 8,3 (3,4%)	19% 81%
5	Astrazeneca 8,1 (3,4%)	23% 77%
6	Abbott 8,0 (3,3%)	25% 75%
7	Krka 7,7 (3,2%)	18% 82%
8	Gedeon Richter 6,9 (2,8%)	22% 78%
9	Novartis 4,9 (2,0%)	24% 76%
10	Ozon Pharmaceutic. 4,6 (1,9%)	13% 87%

TOP10 MS%: 36%

E-com Offline

Avg. E-com segment MS%: **23%**

Retail segment

Source: IQDATA bases: Pharmatrend Russia, Pharmatrend Russia: E-commerce; without EphMRA2: T02,T03; Retail prices

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State-funded segment

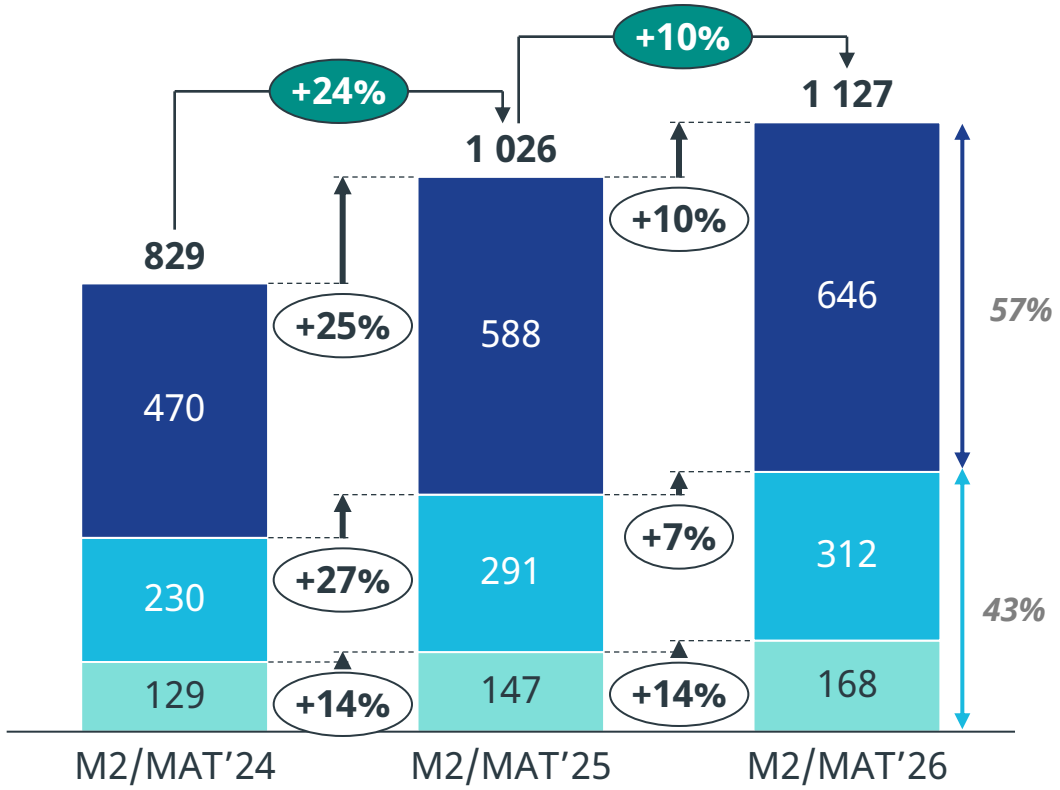


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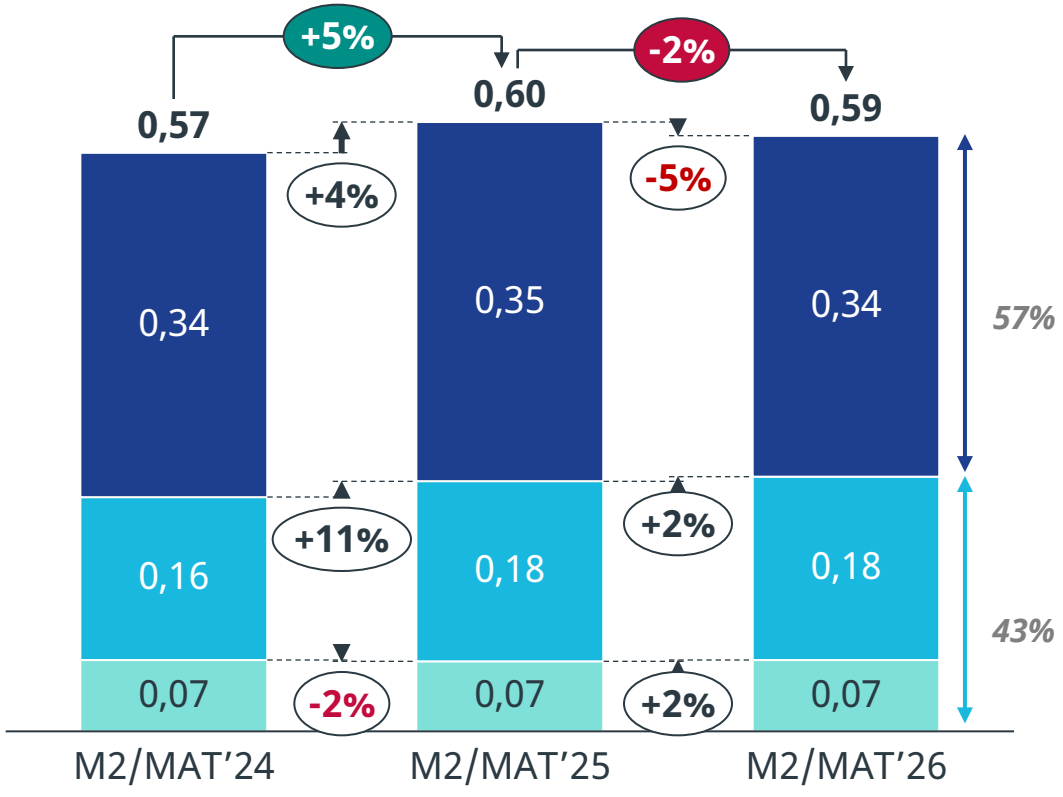
Public and regional reimbursement segments show a slowdown in value growth rates compared to previous period

Total state-funded segment

Total State funded Sales by Value
Bln RUB



Total State funded Sales by Volume
Bln Packs



Public Regional Reimbursement Federal Reimbursement

State-funded segment

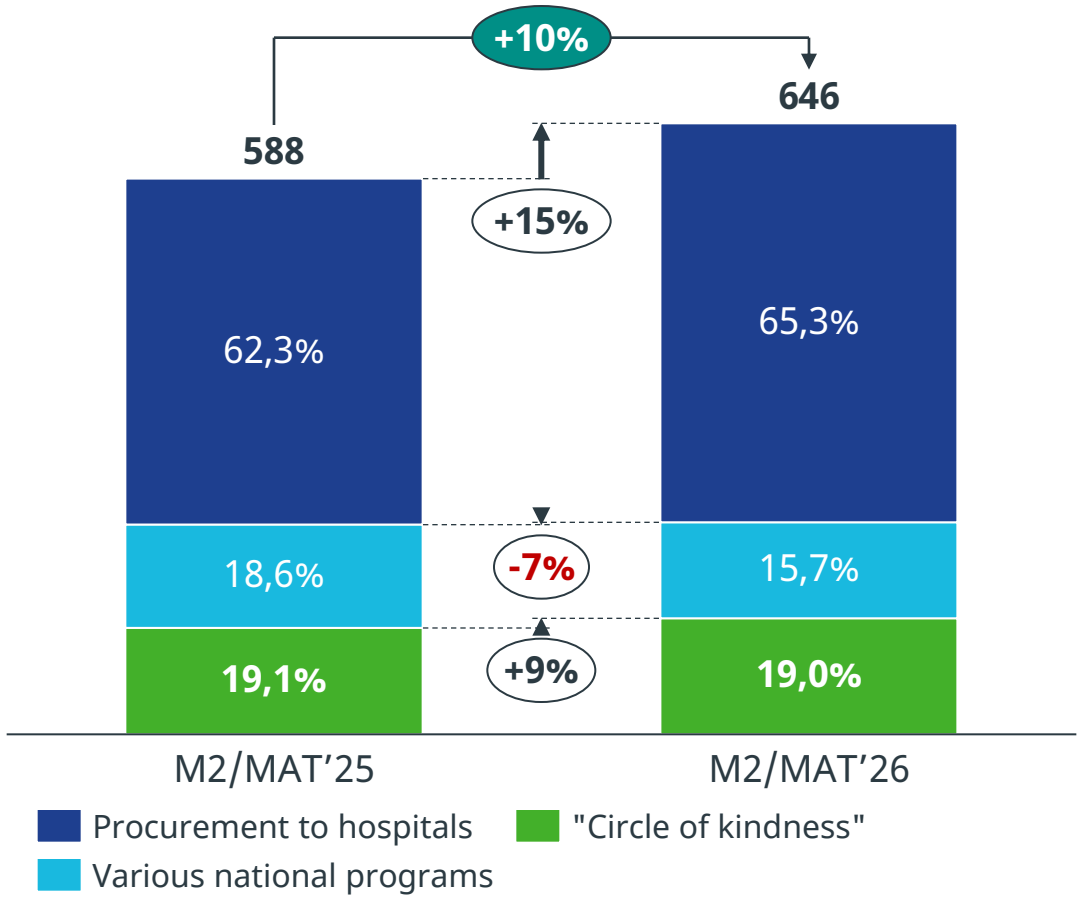
Source: IQDATA database (Public, DLO, RLO); Trade price

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Decrease in funding in various national programs in public segment is noted

Public (hospital) segment

Public Sales by Market Type
Bln RUB



TOP10 Brands in «Circle of kindness»

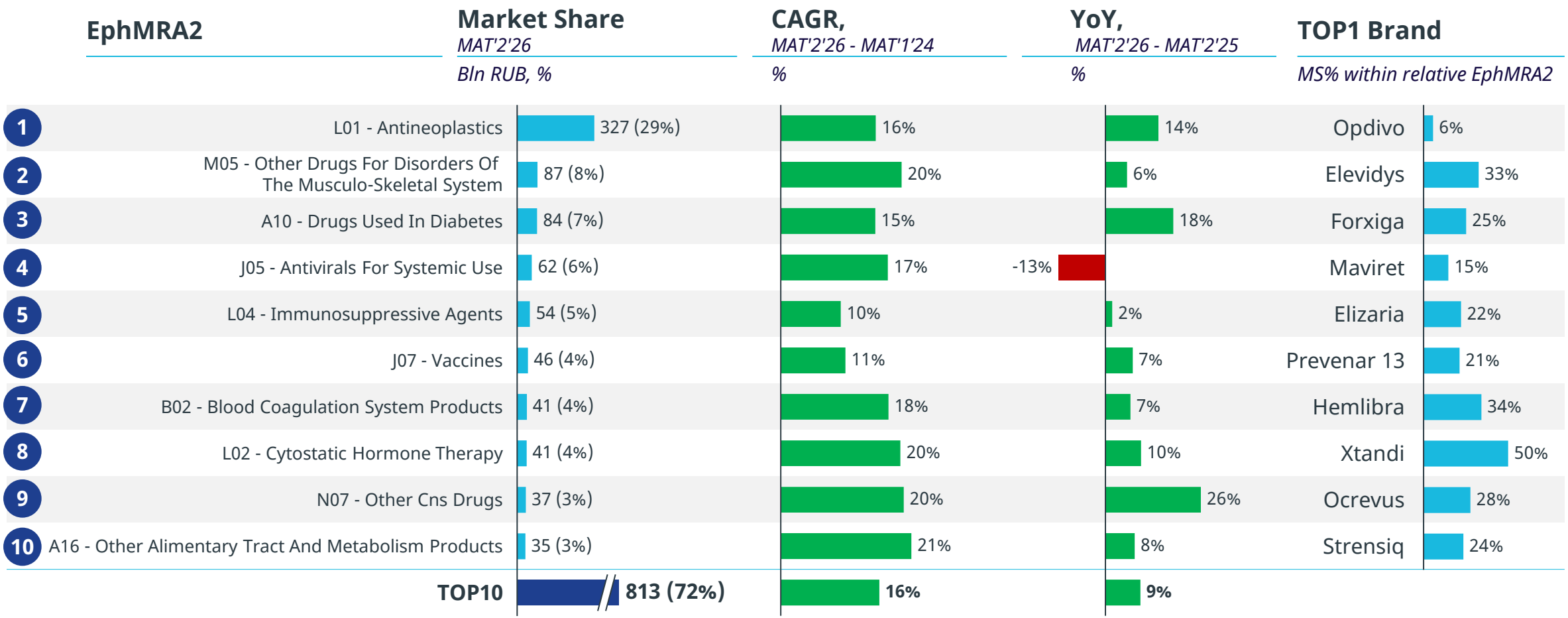
	Sales *MAT'2'26, % in Bln. RUB*	Growth *MAT'2'26 vs MAT'2'25, % in RUB*
Elevidys (Sarepta Therapeut.)	28,18	69,4%
Trilexa (Laboratorio Tuteur)	18,38	218,1%
Zolgensma (Novartis)	10,19	21,1%
Evrysdi (Roche)	10,07	-8,8%
Koselugo (Astrazeneca)	8,15	2,4%
Strensiq (Astrazeneca)	7,27	122,1%
Translarna (Ptc Therapeutics)	5,91	-53,3%
Crysvita (Kyowa Kirin)	3,90	-36,3%
Qarziba (Farmamondo-Biomedi)	3,89	21,3%
Vyjuvek (Krystal Biotech)	3,85	84,7%

State-funded segment

Source: IQDATA database (Public); Trade price
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L01 is the largest category taking 29% of market share; Category A16 shows the strongest CAGR growth

State-funded segment EphMRA2 TOP10 performance

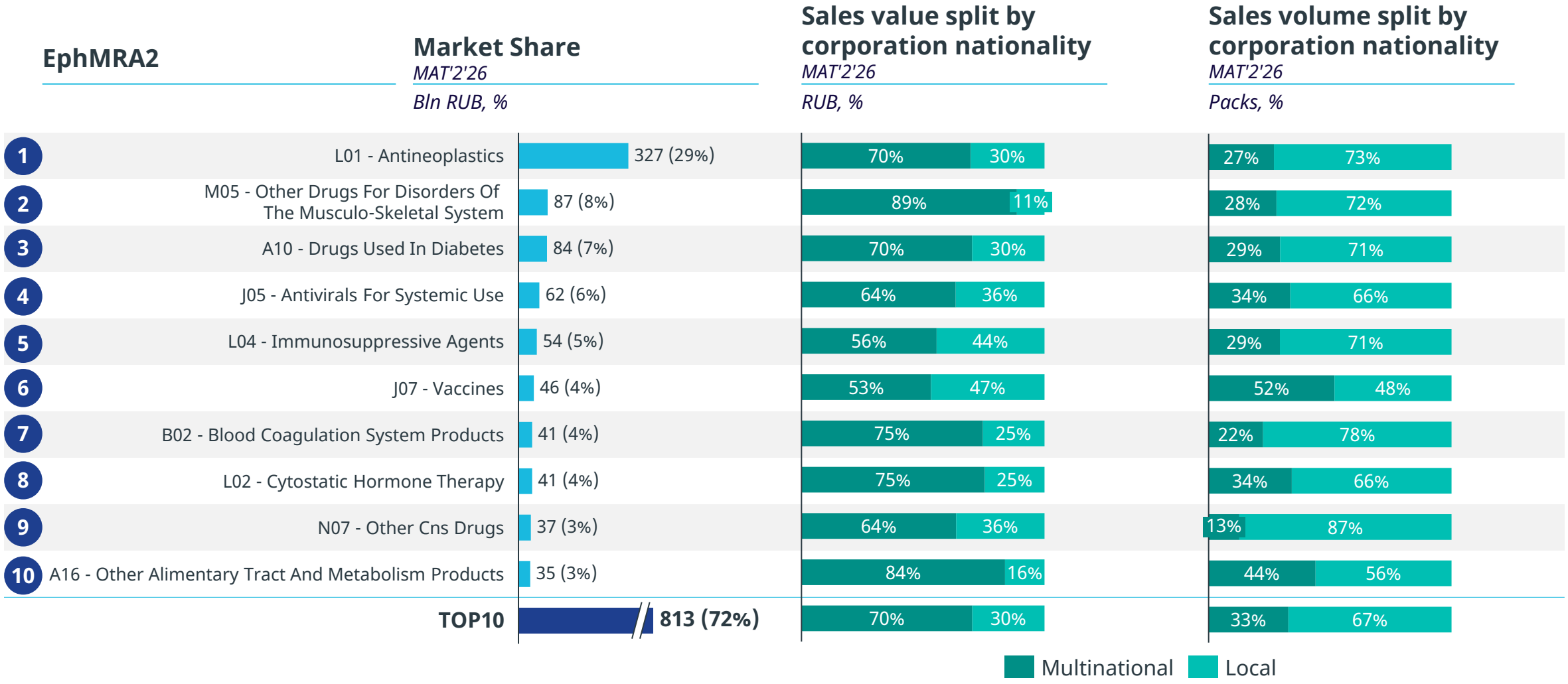


Source: IQDATA database (Public, DLO, RLO); Trade price

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In the EphMRA2 TOP10 multinational corporations account for 70% of the market value and 33% of the market volume sales

State-funded segment EphMRA2 TOP10 performance



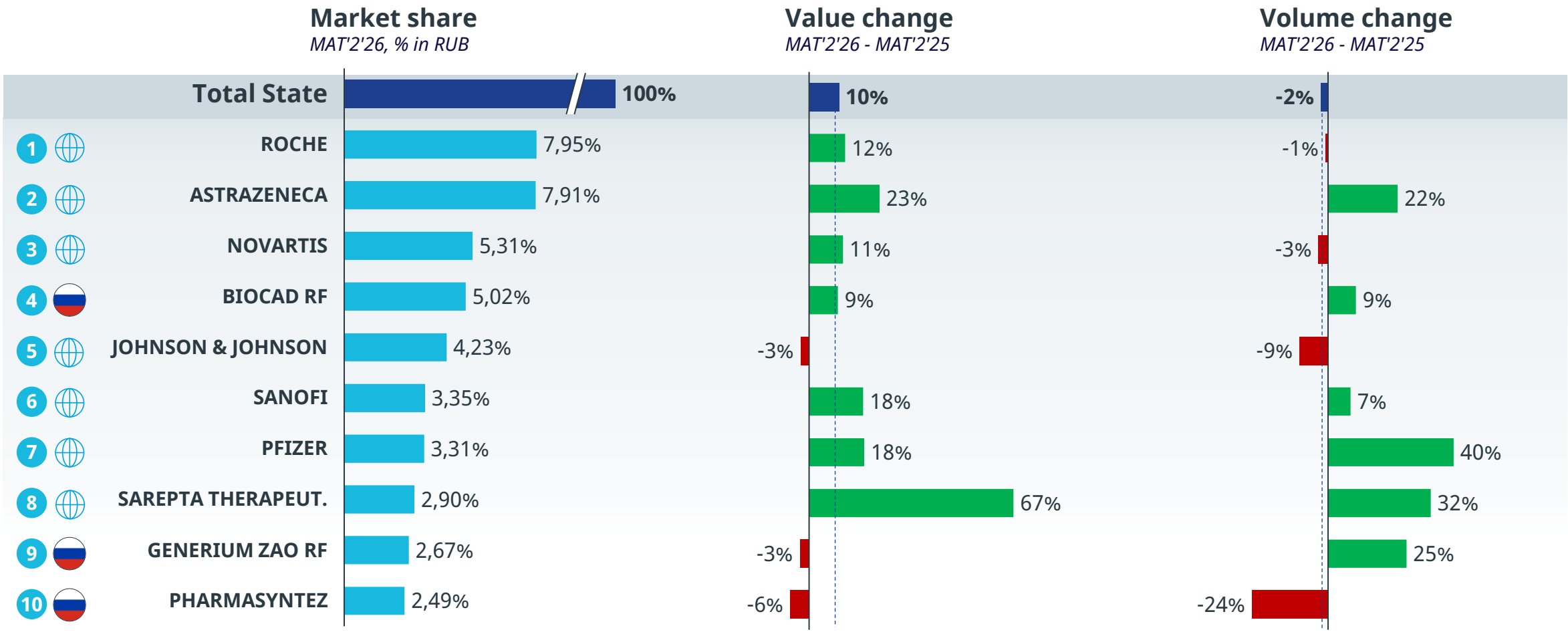
State-funded segment

Source: IQDATA database (Public, DLO, RLO); Trade price

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Sarepta Therapeutics shows the largest value growth compared to previous period

TOP10 state-funded segment ranking of companies by sales



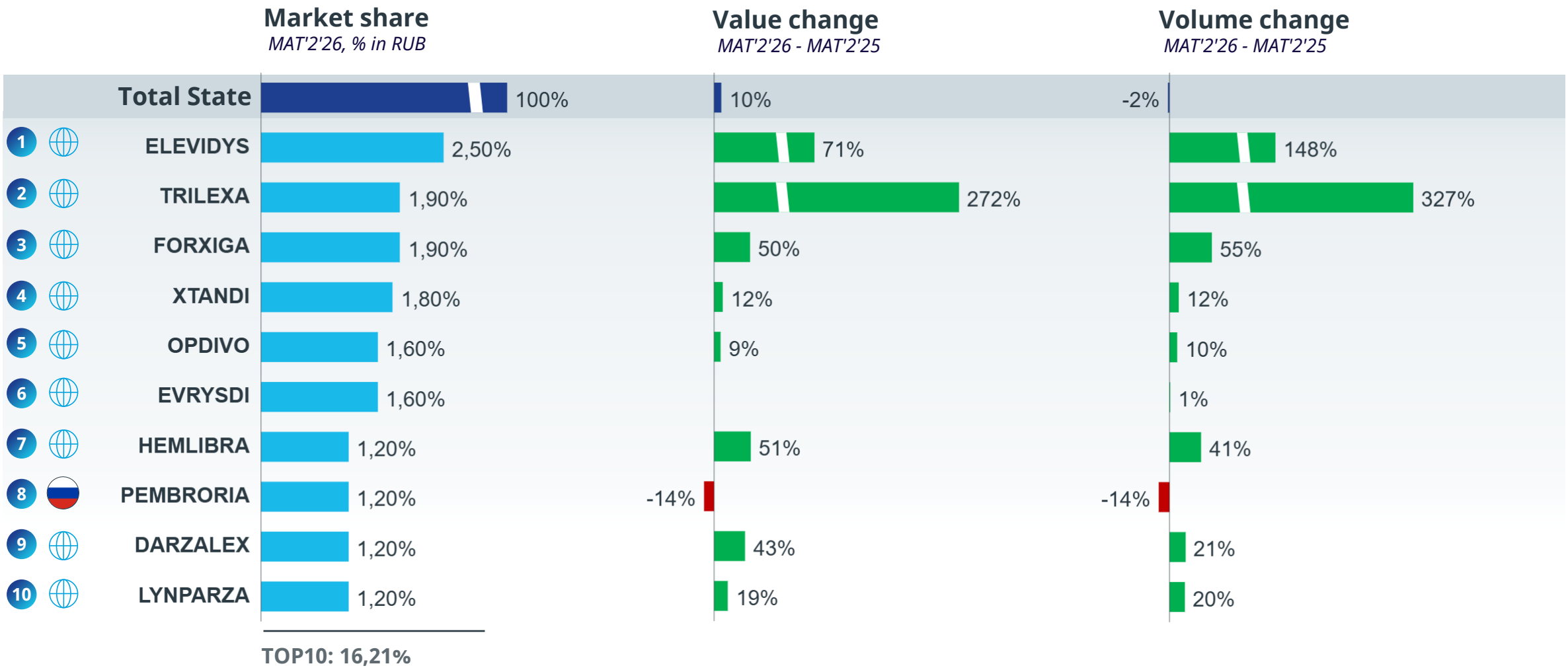
State-funded segment

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Trilexa is the brand with the highest growth in value and volume among the TOP10 vs previous period

TOP10 state-funded segment ranking of brands by sales



State-funded segment

Source: IQDATA database (Public, DLO, RLO); Trade price

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