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IQDATA Focus

Analytics. Innovation. Accuracy.

July 2026

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The following definitions are used in the IQDATA report

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TIME PERIOD

Analyzed period of this report:

- August 2025 – July 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

OTHERS

Ratings of pharma chains and distributors are updated on quarterly basis

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Macro-economic indicators



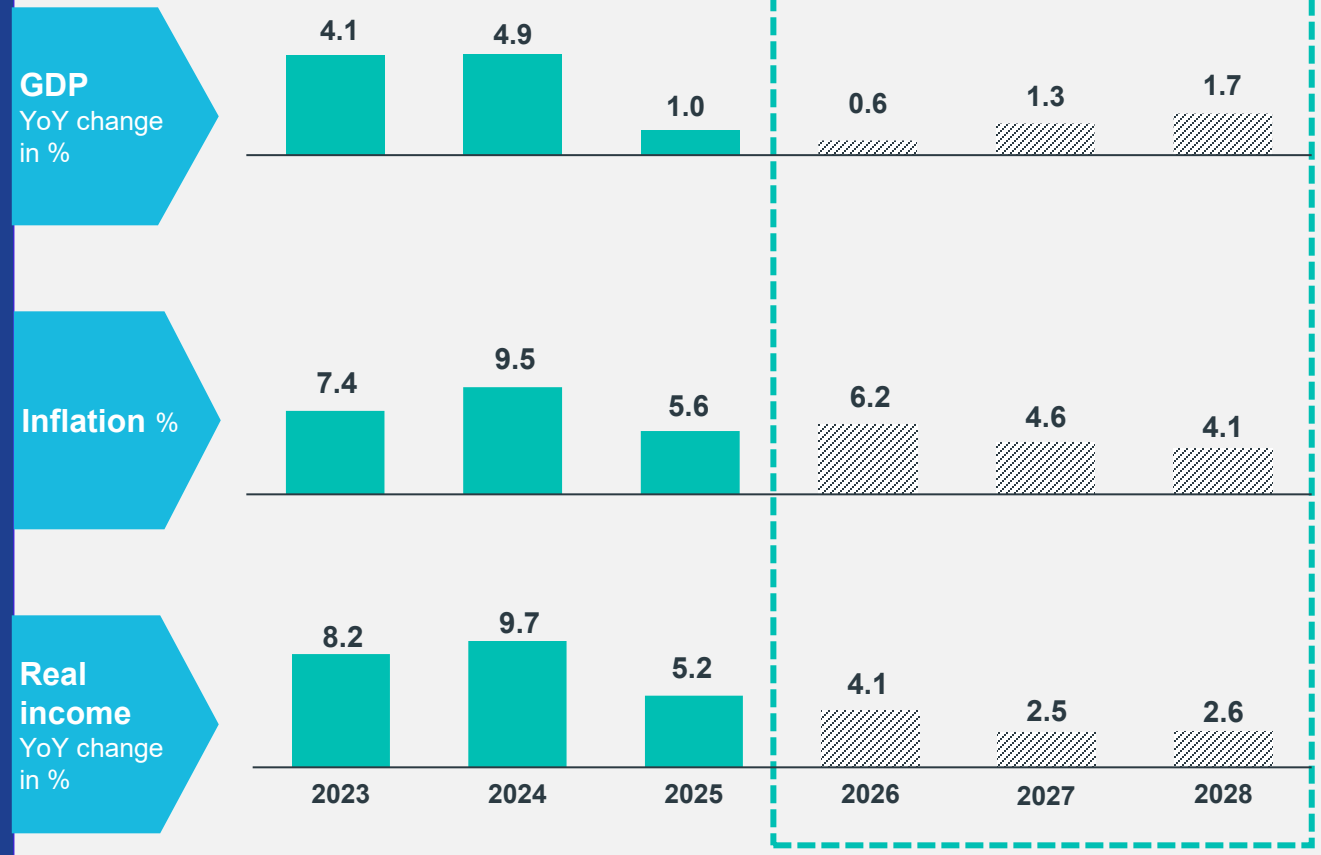
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Updated quarterly

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

Key economic indicators

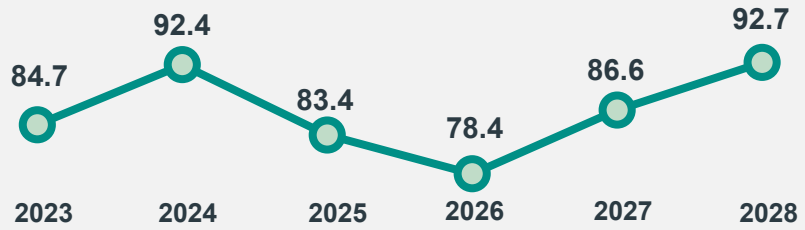
Economic indicators



Comments

- The **GDP forecast** for 2026 is **0.6%**. **Real income** is expected at **4.1%** in 2026
- The **inflation rates** in 2026 and subsequent periods **are projected at 4–6.2%**
- **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**

Exchange rate, RUB/USD



Economy

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

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Total pharma market

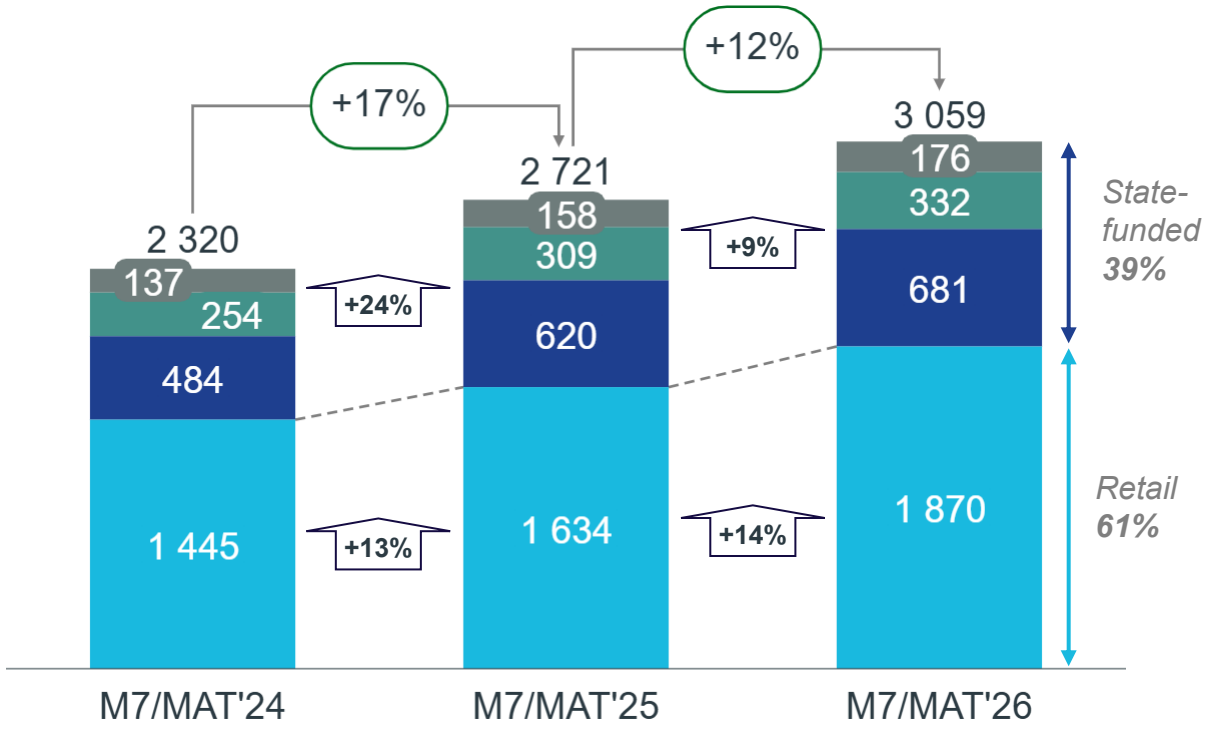


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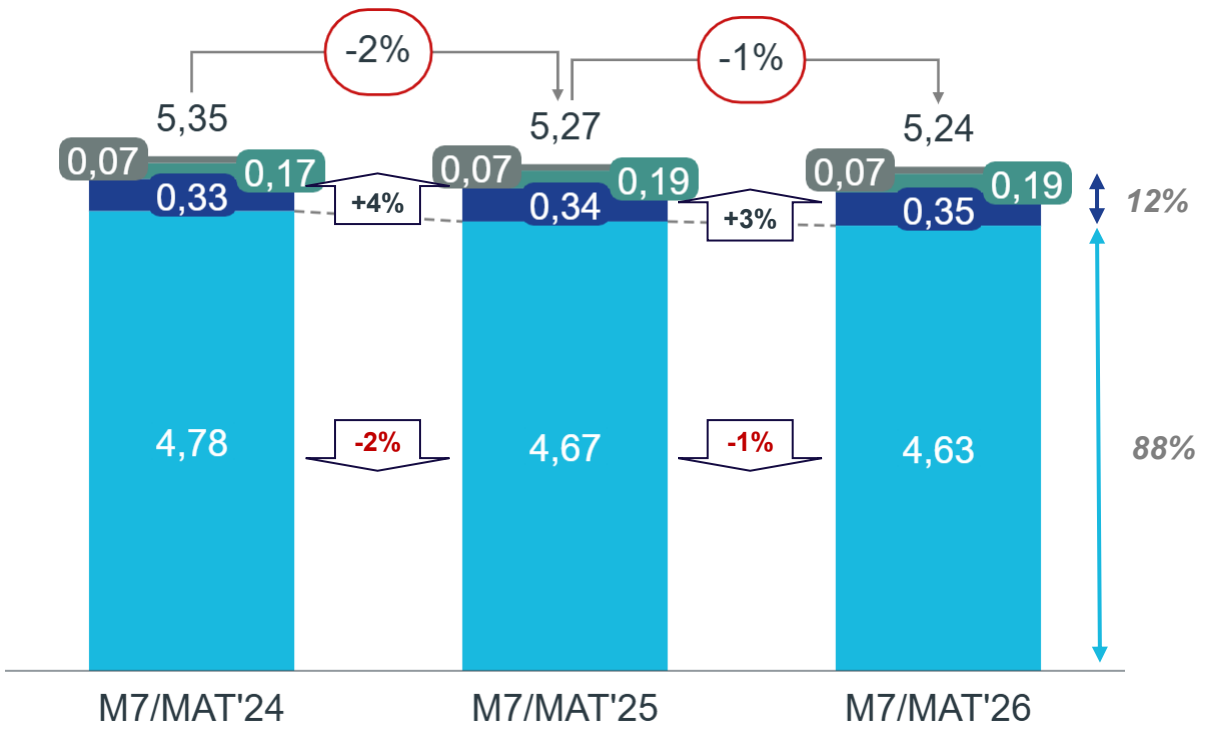
Russian pharmaceutical market keeps growing in value and dropping in volume

Total pharma market by channels

Total Sales by Value
Bln RUB



Total Sales by Volume
Bln Packs



Retail Public Federal Reimbursement Regional Reimbursement

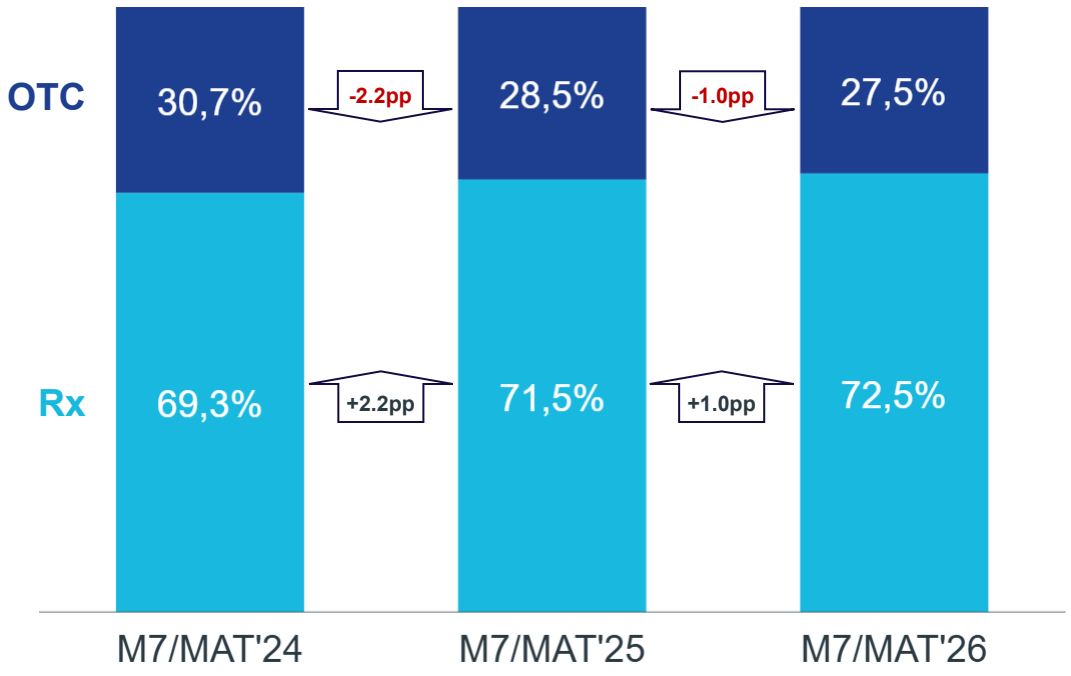
Indicator	RUB	USD	EURO	Packs	SU
Value MAT'7'26, Bln	**3 059,0**	**39,2**	**33,6**	**5,2**	**223**
Growth 26/25, %	**12%**	**29%**	**21%**	**-1%**	**1%**

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 compared to the previous period

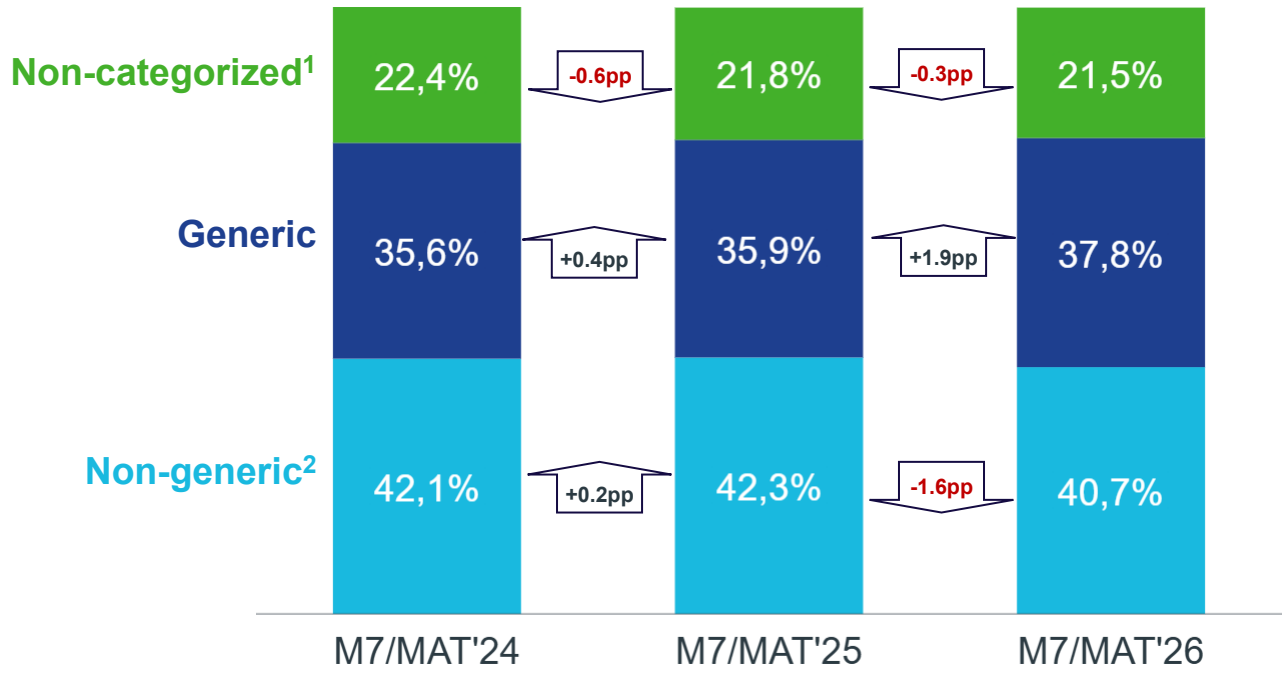
Total pharma market by structure

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	30 / 41 / 29	30 / 42 / 28
State	61 / 28 / 11	60 / 29 / 11	56 / 32 / 12

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

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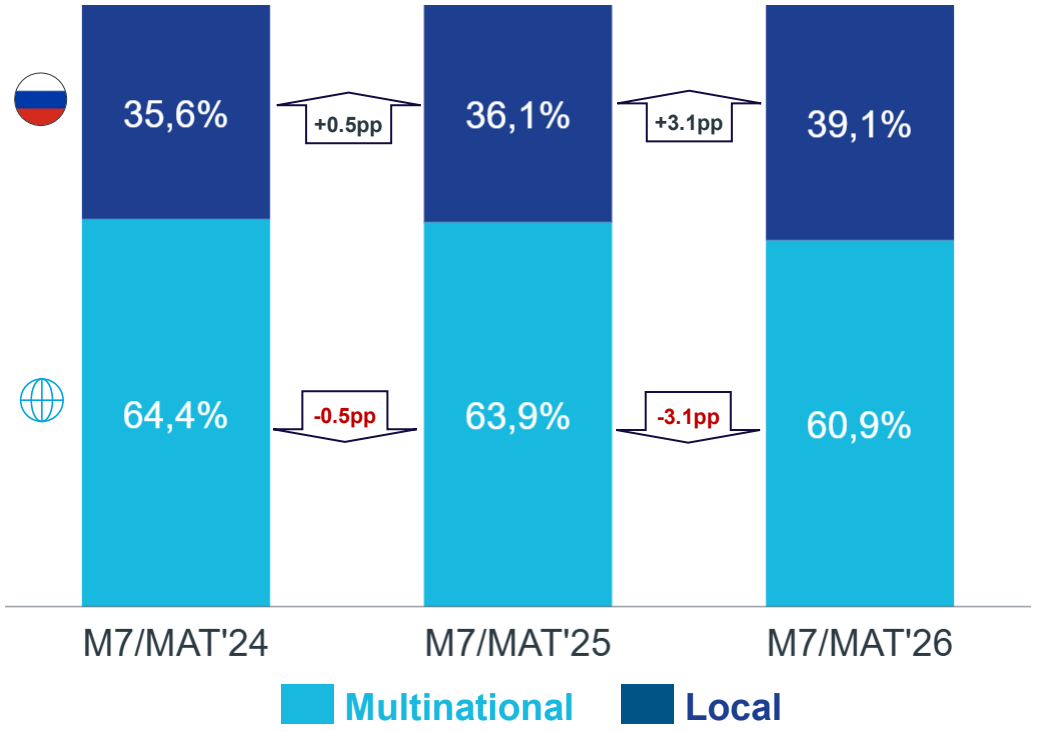
Notes: (1) Vaccines, probiotics, base solutions (e.g. NaCl); (2) Original and first-in-INN products, biosimilars

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

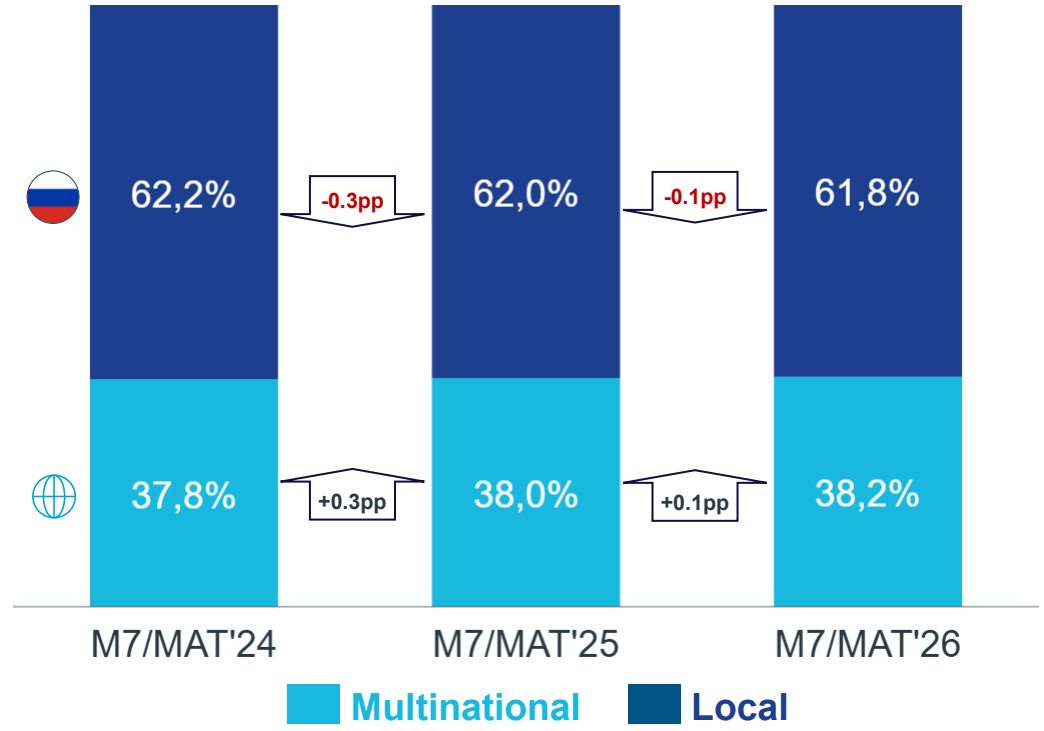
RUB



	Multinational / Local, %		
Retail	62 / 38	62 / 38	59 / 41
State	68 / 32	67 / 33	63 / 37

Total Sales volume

Packs



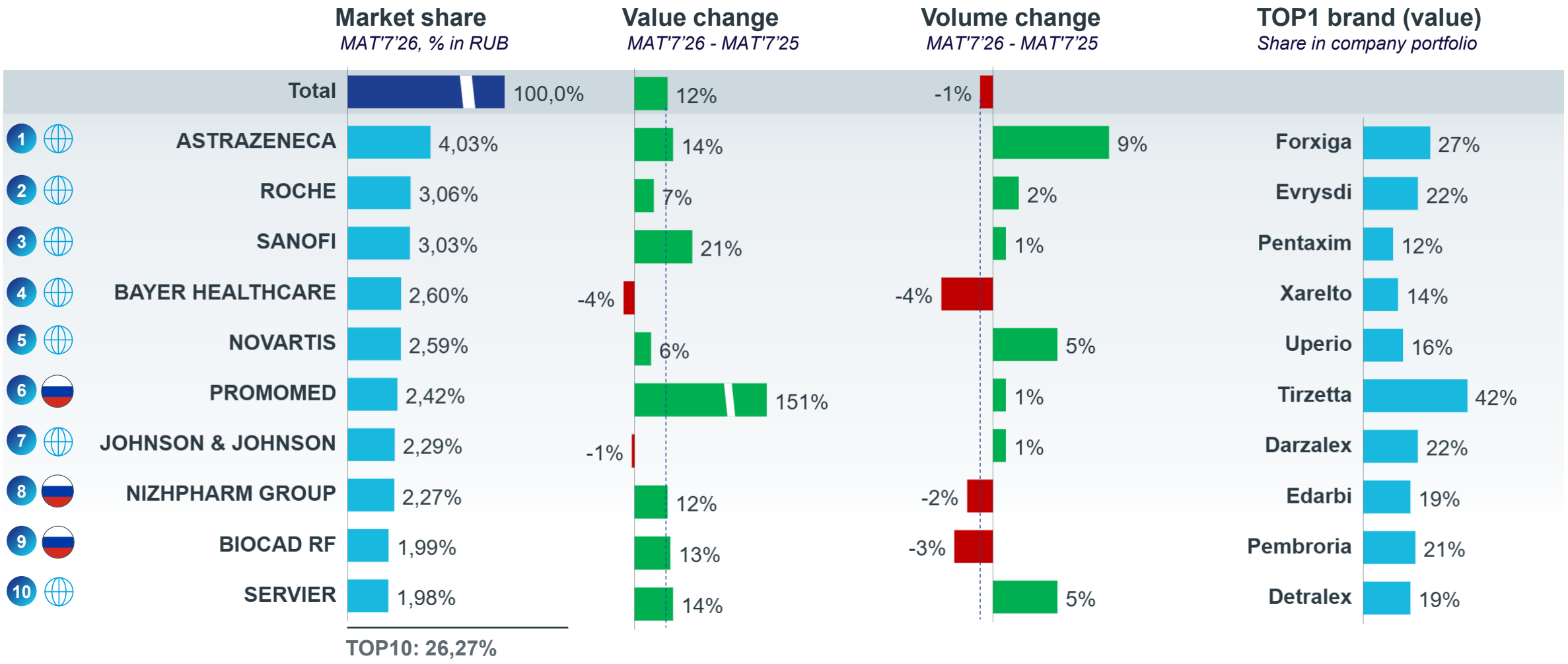
	Multinational / Local, %		
Retail	40 / 60	40 / 60	41/ 59
State	21 / 79	20 / 80	18 / 82

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

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

TOP10 overall ranking of companies by sales

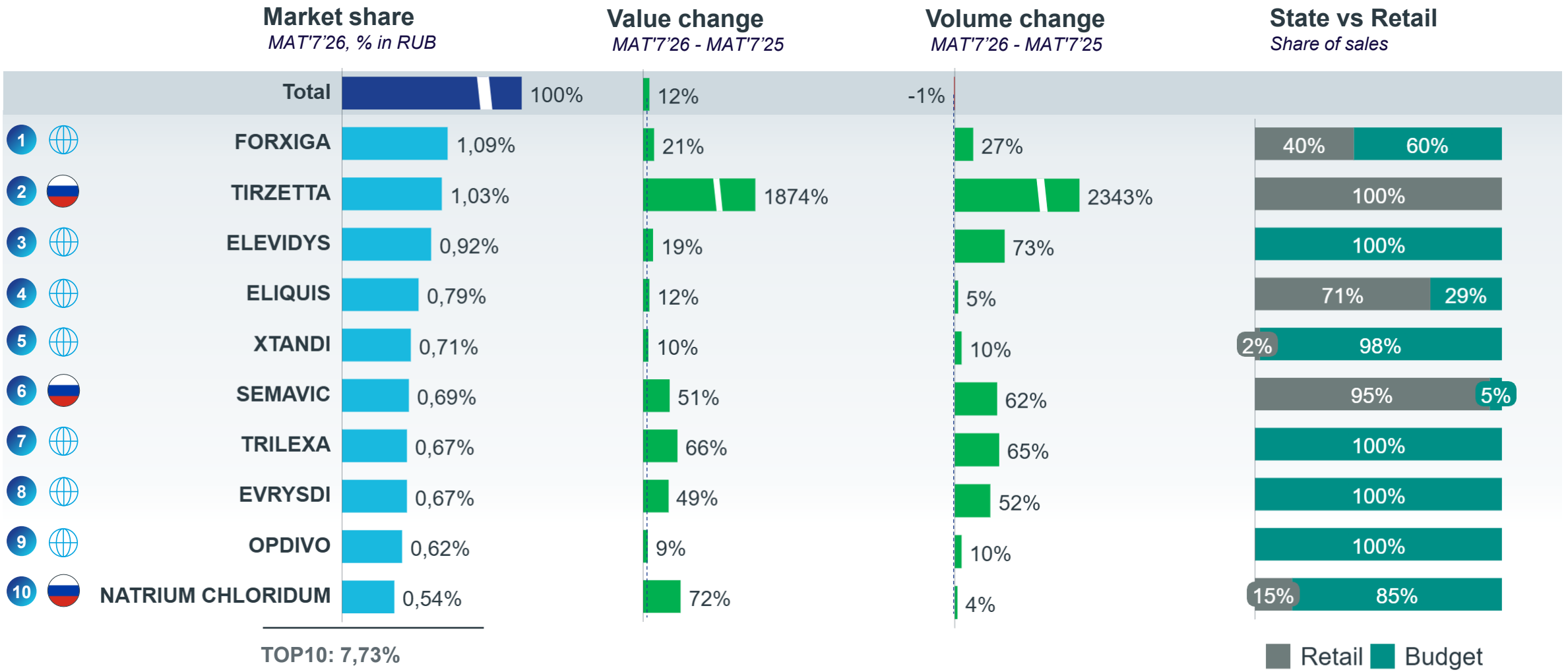


Source: IQDATA database (Retail, Public, DLO, RLO); Trade price

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Most of TOP10 brands generate their sales primarily in the state-funded segment, three 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

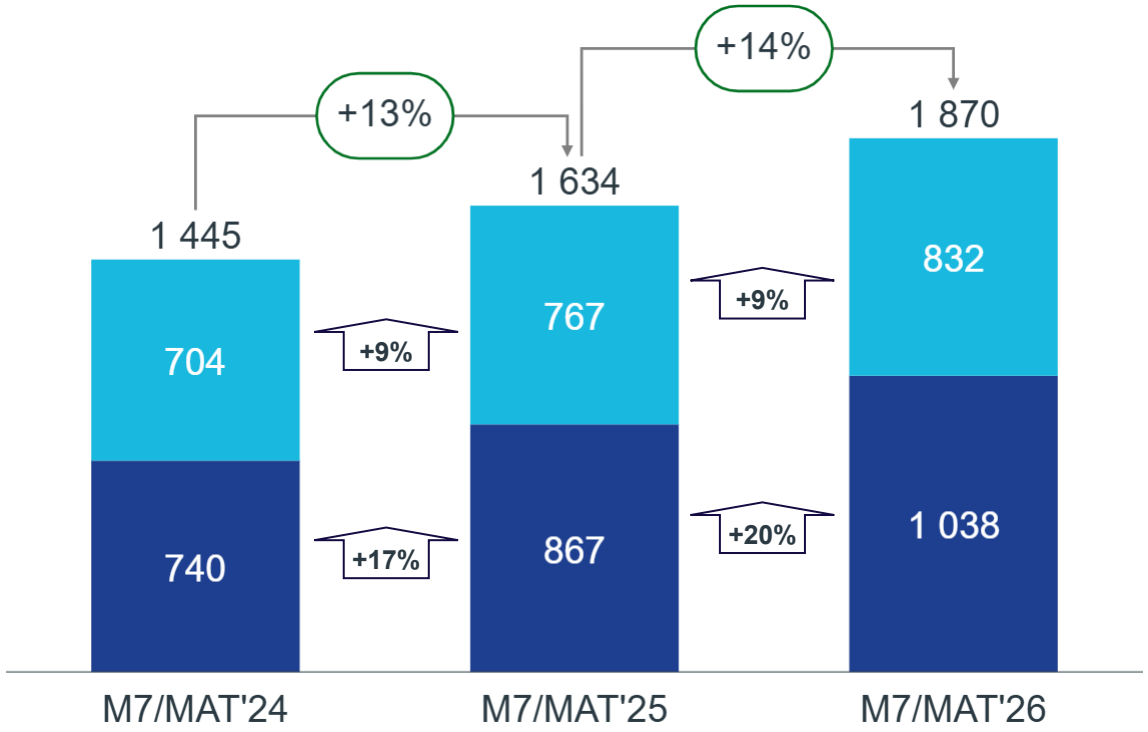


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Retail sales of Rx drugs demonstrate value and volume growth

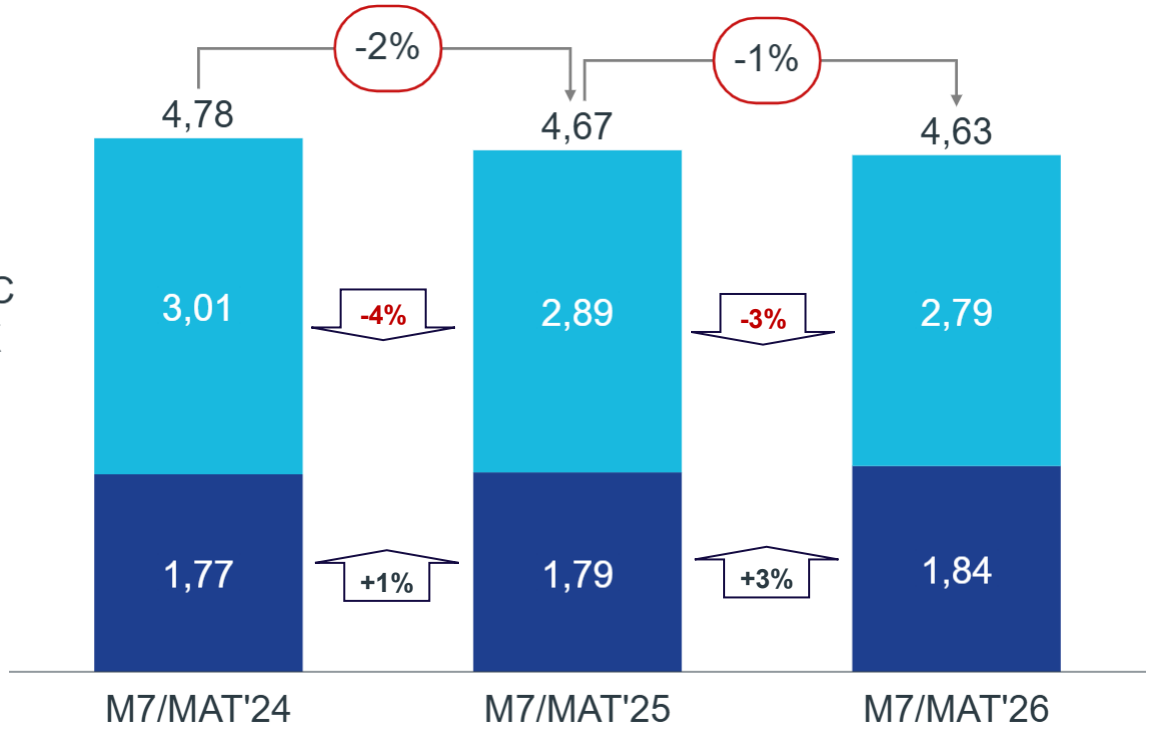
Total Retail segment dynamics by OTC/Rx

Total Retail Sales by Value
Bln RUB



OTC
RX

Total Retail Sales by Volume
Bln Packs

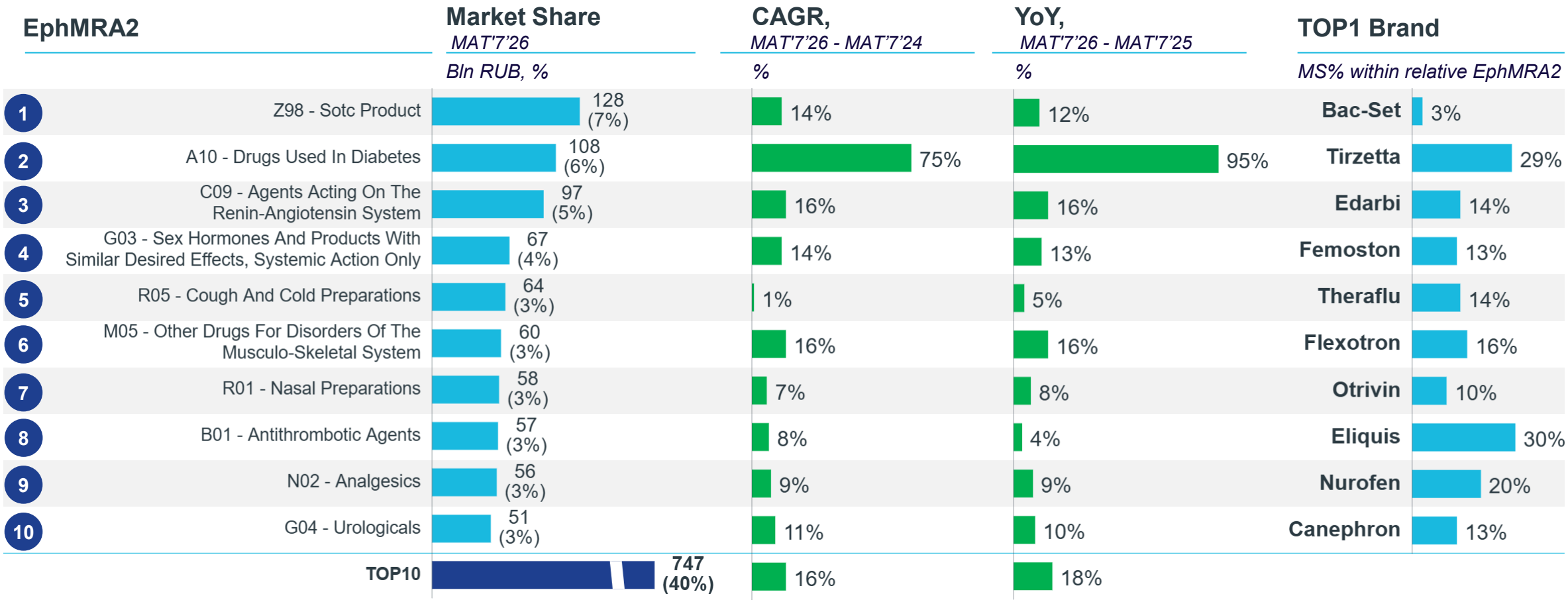


Source: IQDATA database (Retail); Trade price

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All TOP10 categories show positive value dynamics compared to previous period

Retail segment EphMRA2 TOP10 performance

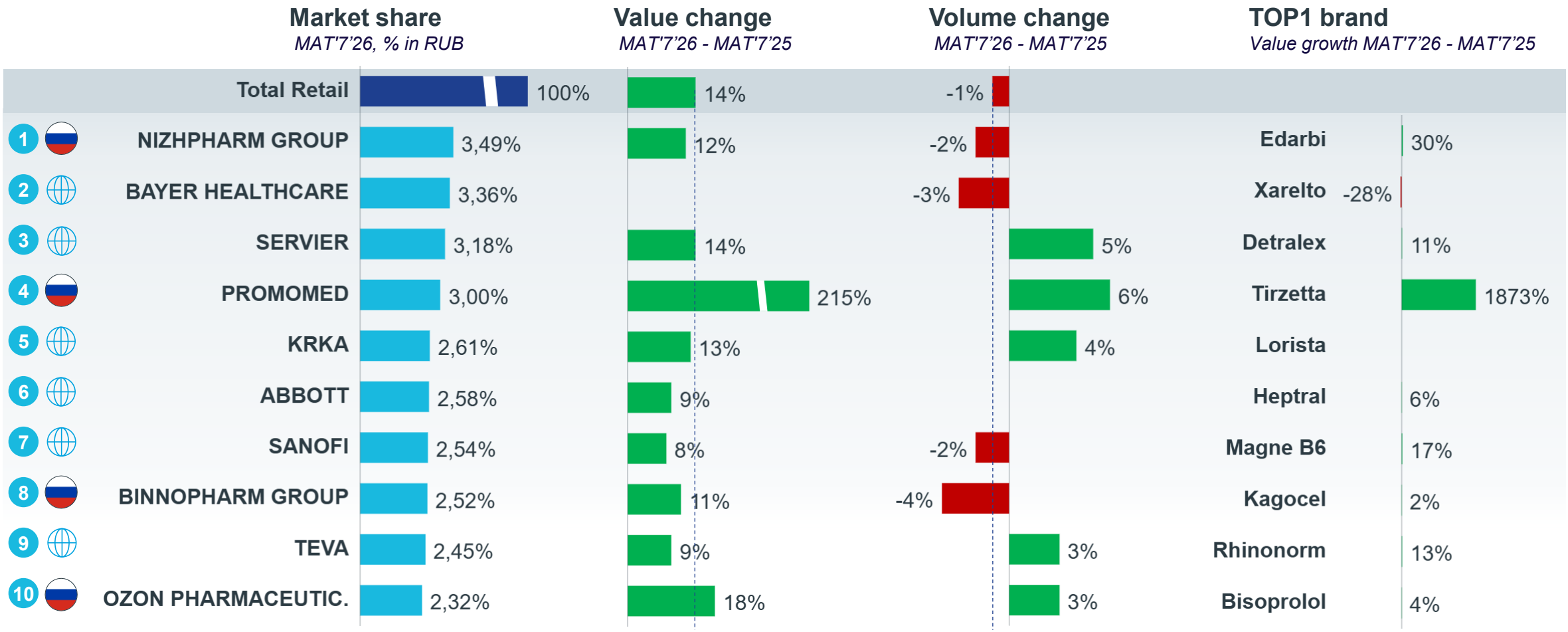


Source: IQDATA database (Retail); Trade price

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Promomed demonstrates the highest growth in both value and volume with Tirzetta as a key driver

TOP10 retail segment ranking of companies by sales



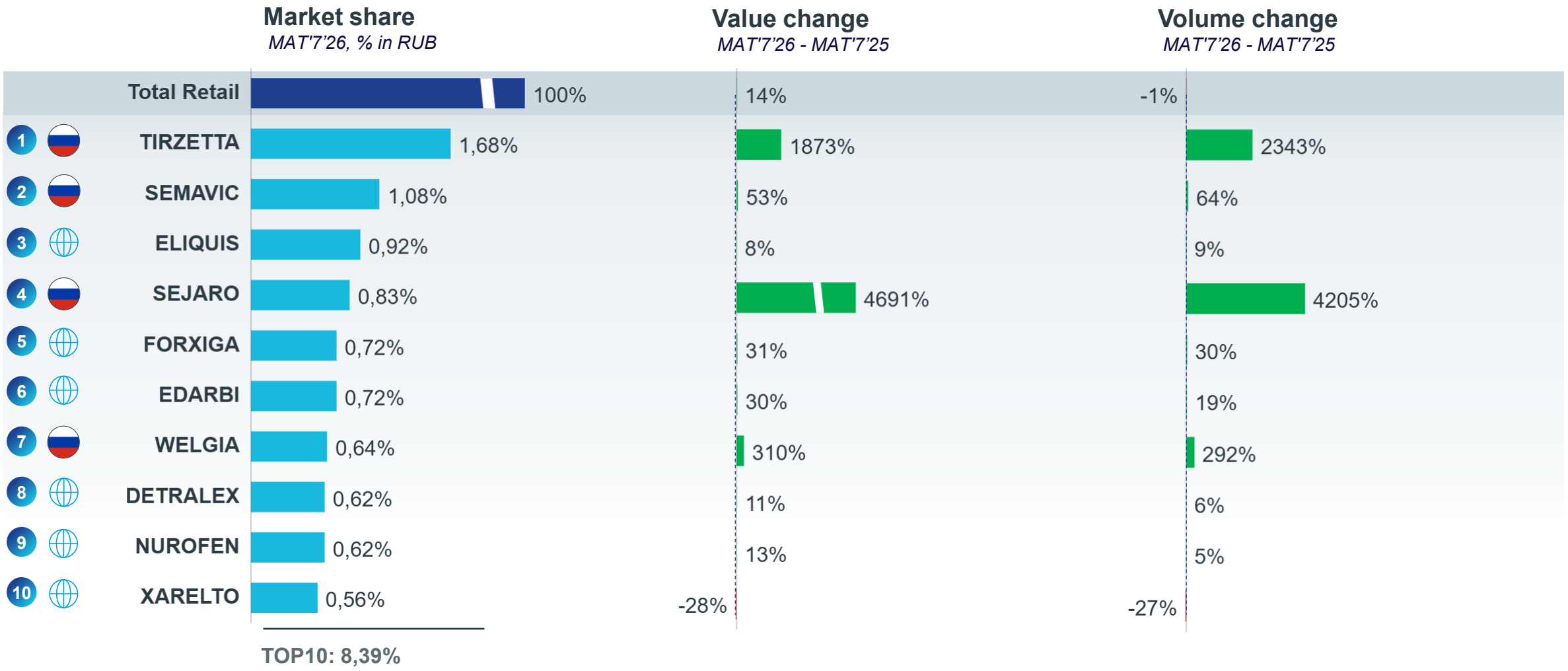
Retail segment

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

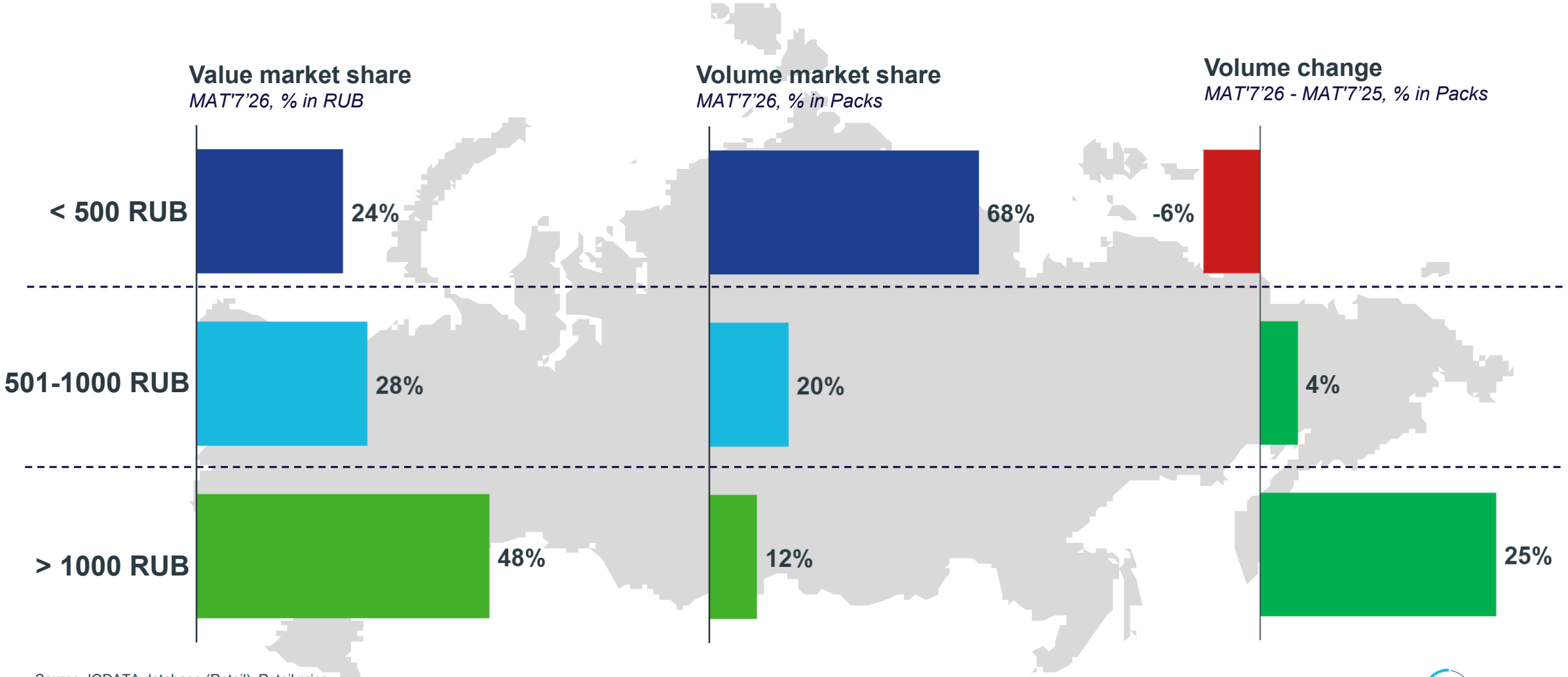


Source: IQDATA database (Retail); Trade price

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Drugs under 500 Rub. per pack demonstrate drop in volume

Retail sales distribution across pack price ranges



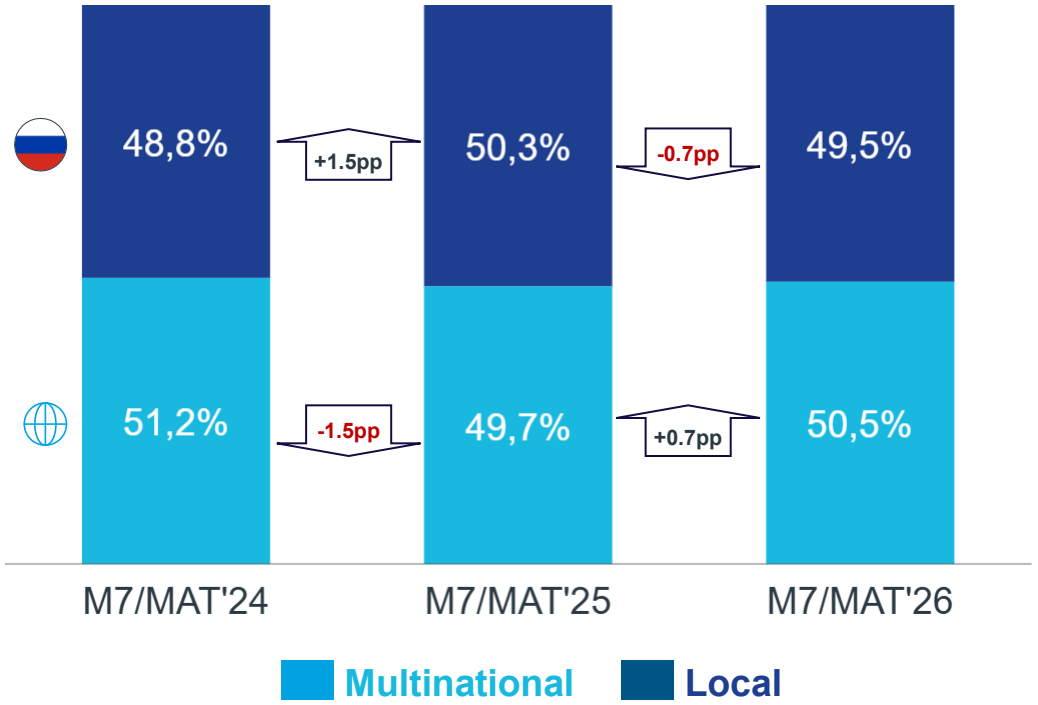
Source: IQDATA database (Retail); Retail price

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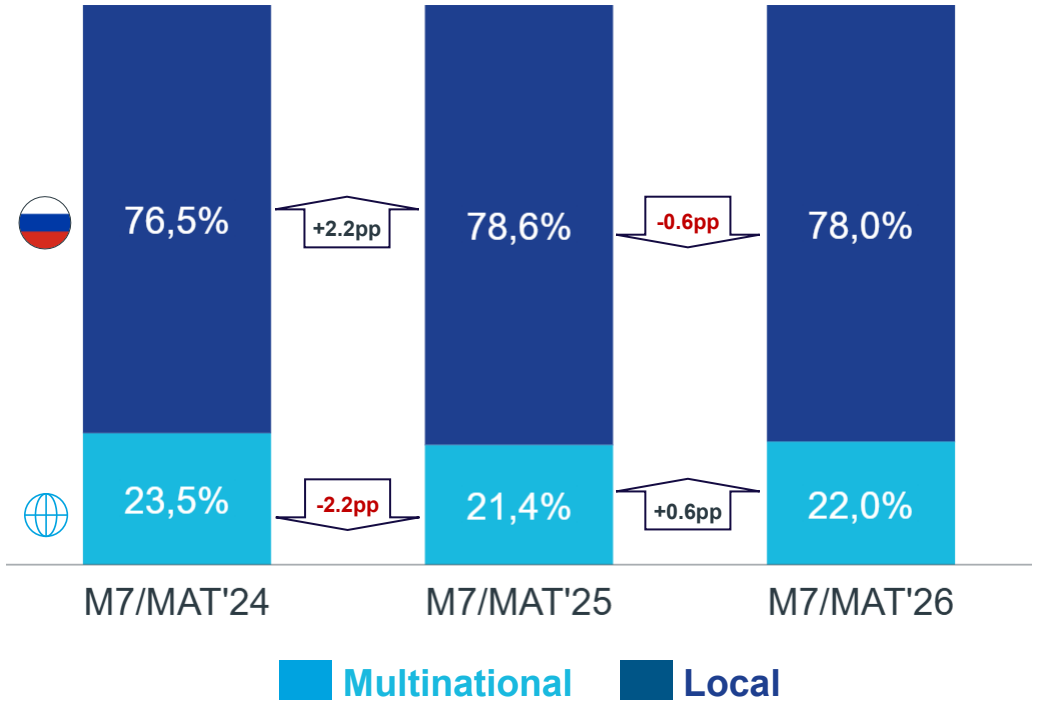
Share of local companies in FS/DS segment has dropped both in value and volume vs previous period

Food/Dietary supplements segment by corporation nationality

Total Sales value
RUB



Total Sales volume
Packs

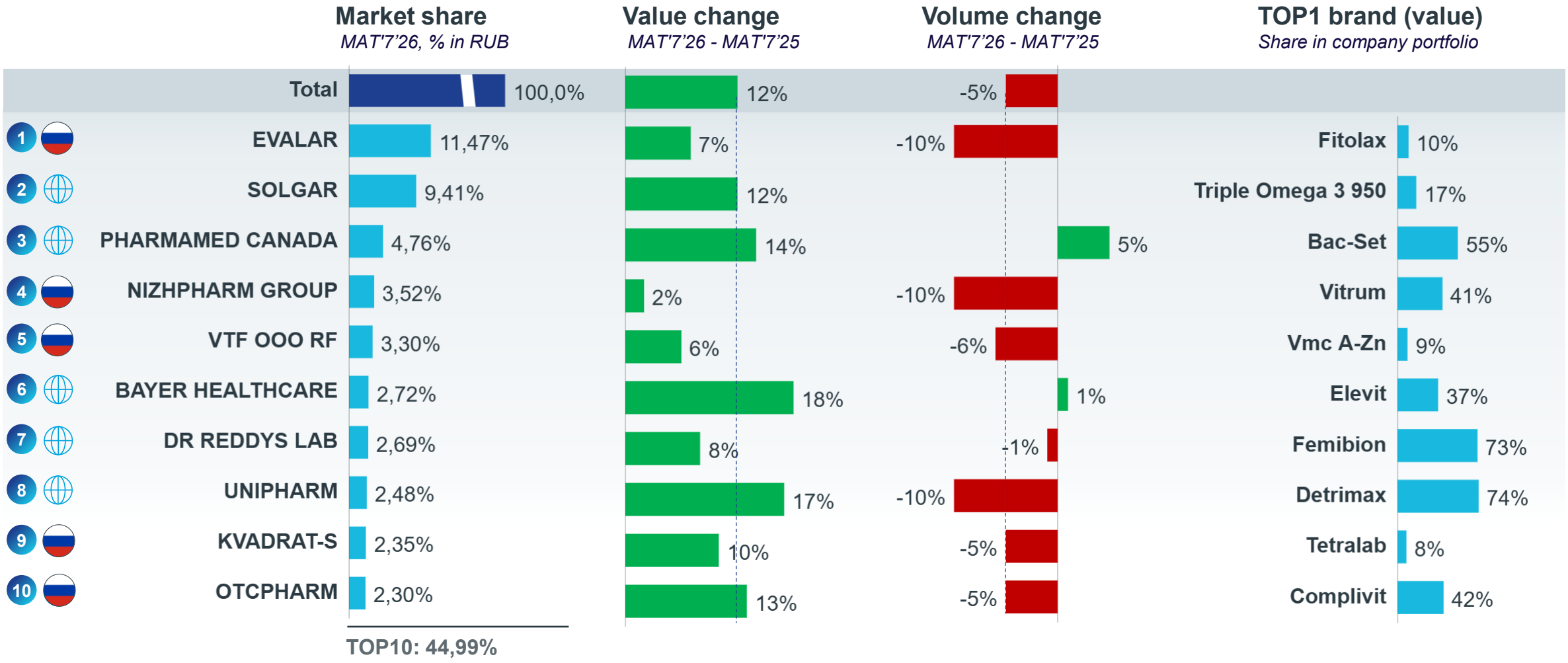


Source: IQDATA database (Retail, Public, DLO, RLO); Trade price

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All TOP10 companies in FS/DS segment demonstrate positive value dynamics vs previous period

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



Total pharmaceutical market overview

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

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

Food/Dietary supplements segment OTC2 TOP10 performance

	OTC2	Market Share MAT'7'26 Bln RUB, %	Value change MAT'7'26 - MAT'7'25 %	Volume change MAT'7'26 - MAT'7'25 %	TOP1 Brand MS% within relative EphMRA2
1	04F - Mineral Supplements	14,5 (11,3%)	22%	-4%	Magnesium Citrate 9%
2	04A - Multivitamins With Minerals	11,3 (8,8%)	3%	-5%	Femibion 22%
3	03F - Probiotics For Digestive Health	10,1 (7,8%)	9%		Maxilac 25%
4	04G - Omega-3 Fatty Acids	7,4 (5,7%)	20%	1%	Triple Omega 3 950 35%
5	12D - Gynaecological Preparations	7,2 (5,6%)	21%	4%	Estrovel 7%
6	02G - Joint Care Products	7,0 (5,5%)	16%	5%	Artra 18%
7	04H - Other Dietary Supplements	6,2 (4,8%)	11%	-11%	Glycin Forte Evala 6%
8	04E - Other Specific Vitamins	5,2 (4,0%)	14%	-3%	Detrimax 45%
9	03D - Antidiarrhoeals	4,0 (3,1%)	3%	-17%	Bac-Set 76%
10	04D - Vitamin C Products	3,7 (2,9%)	4%	-11%	Vitamin C 42%
	TOP10	**76,5 (59,6%)**	13%	-6%	

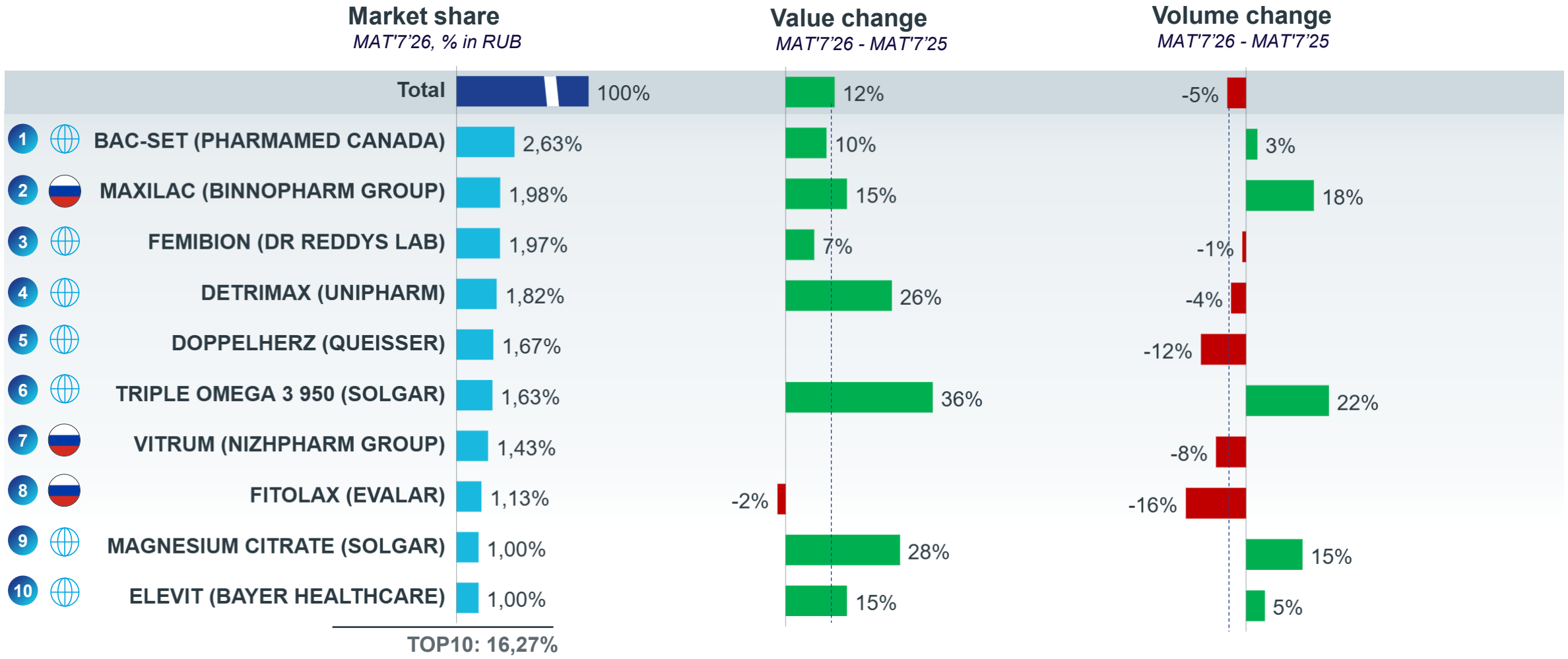
Total pharmaceutical market overview

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

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TRIPLE OMEGA 3 950 (SOLGAR) 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 RUB

TOP10 brands
Sales, MS MAT'7'26

Bln. Trd. RUB

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

500-1500 RUB

TOP10 brands
Sales, MS MAT'7'26

Bln. Trd. RUB

1	Bac-Set (Pharmamed Canada)	3,4 (6,2%)
2	Maxilac (Binnopharm Group)	2,5 (4,6%)
3	Detrimax (Unipharm)	2,1 (3,8%)
4	Doppelherz (Queisser)	1,5 (2,7%)
5	Vitrum (Nizhpharm Group)	1,2 (2,2%)
6	Fitolax (Evalar)	1,1 (2,1%)
7	Complivit (Otcpharm)	1,0 (1,8%)
8	Vitamin C (Evalar)	0,8 (1,5%)
9	Omega-3 (Polyaris)	0,8 (1,4%)
10	Phytomucil (Pharmamed Canada)	0,8 (1,4%)
	TOP10	**15,2 (27,6%)**

>1500 RUB

TOP10 brands
Sales, MS MAT'7'26

Bln. Trd. RUB

1	Triple Omega 3 950 (Solgar)	2,1 (4,1%)
2	Femibion (Dr Reddys Lab)	1,8 (3,5%)
3	Magnesium Citrate (Solgar)	1,3 (2,5%)
4	Artra (Nizhpharm Group)	1,3 (2,5%)
5	Magnesium Chelate (Evalar)	1,0 (2,0%)
6	Theraflex (Bayer Healthcare)	1,0 (2,0%)
7	Sideral (Pharmanutra S.P.A.)	1,0 (2,0%)
8	Elevit (Bayer Healthcare)	1,0 (1,9%)
9	Artneo (Petrovax)	0,9 (1,8%)
10	Solgar (Nhs U.S. Llc)	0,9 (1,8%)
	TOP10	**12,4 (24,0%)**

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'7'26*		Sales split E-com/offline *%, MAT'7'26*	
	Bln. RUB, %			
1	Z98A - Sotc Product	40,3 (27,4%)	24%	76%
2	R02A - Throat Preparations	5,4 (3,7%)	11%	89%
3	C05C - Varicose Therapy, Systemic	5,0 (3,4%)	18%	82%
4	R01A - Topical Nasal Preparations	4,9 (3,4%)	9%	91%
5	A05B - Liver Disorder Products, Hepatic Protectors And Lipotropics	4,3 (2,9%)	18%	82%
6	N02B - Non-Narcotics And Anti-Pyretics	4,0 (2,7%)	8%	92%
7	A07F - Antidiarrhoeal Micro-Organisms	3,0 (2,0%)	17%	83%
8	R05C - Expectorants	2,9 (2,0%)	10%	90%
9	M05X - All Other Musculoskeletal Products	2,8 (1,9%)	25%	75%
10	M02A - Topical Anti-Rheumatics And Analgesics	2,7 (1,9%)	9%	91%

TOP10 MS%: 51% E-com Offline

Avg. E-com segment MS%: 15%

Rx segment

	TOP10 EphMRA2 *Sales, MS% MAT'7'26*		Sales split E-com/offline *%, MAT'7'26*	
	Bln. RUB, %			
1	A10S - Glp-1 Agonist Antidiabetics	31,0 (11,3%)	55%	45%
2	M05X - All Other Musculoskeletal Products	16,7 (6,1%)	34%	66%
3	A08A - Antiobesity Preparations, Excluding Dietetics	12,8 (4,7%)	51%	49%
4	G03A - Hormonal Contraceptives, Systemic	12,4 (4,6%)	33%	67%
5	N06A - Anti-Depressants And Mood Stabilisers	8,1 (3,0%)	33%	67%
6	C10A - Lipid-Regulating Products	7,3 (2,7%)	21%	79%
7	B01F - Direct Factor Xa Inhibitors	7,0 (2,6%)	20%	80%
8	C09D - Angiotensin-Ii Antagonists, Combinations	6,8 (2,5%)	19%	81%
9	D10B - Oral Anti-Acne Preparations	5,5 (2,0%)	45%	55%
10	M01A - Anti-Rheumatics, Non-Steroidal	5,4 (2,0%)	10%	90%

TOP10 MS%: 41% E-com Offline

Avg. E-com segment MS%: 24%

Retail segment

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

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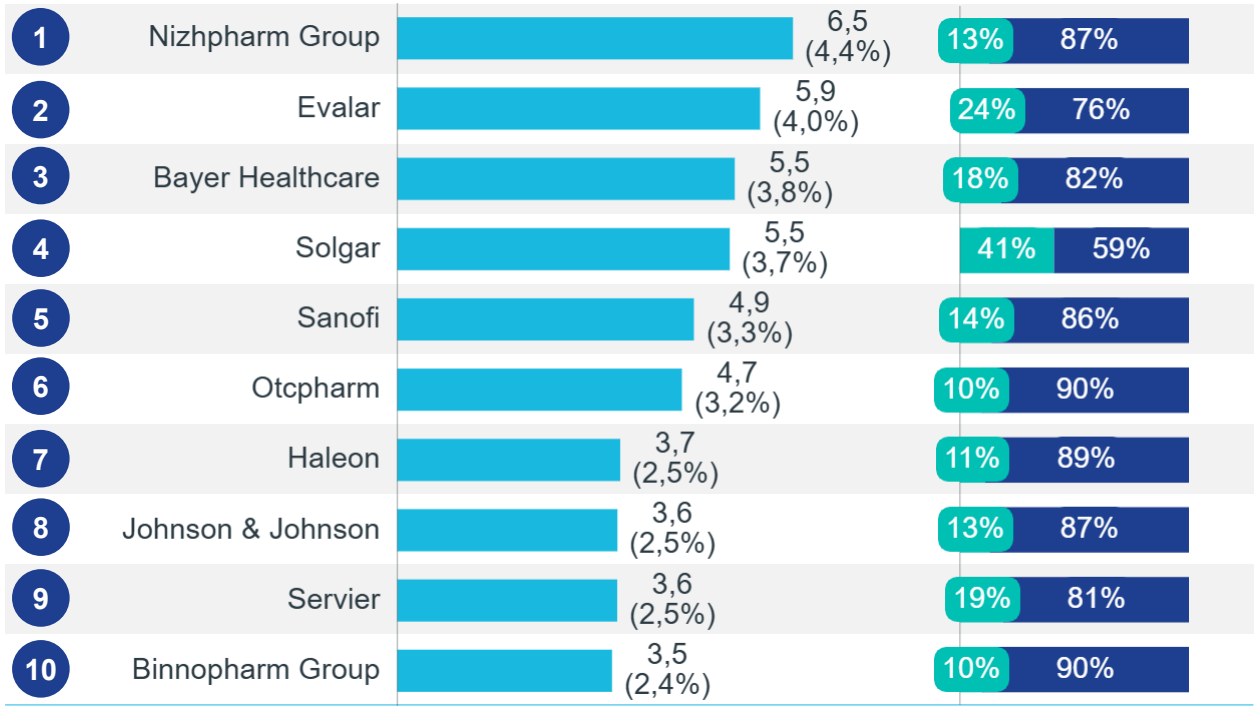
TOP10 companies in E-commerce (OTC/Rx)

OTC segment

TOP10 companies
Sales, MS% MAT'7'26

Bln. RUB, %

Sales split E-com/offline
%, MAT'7'26



TOP10 MS%: 32%

E-com Аптеки

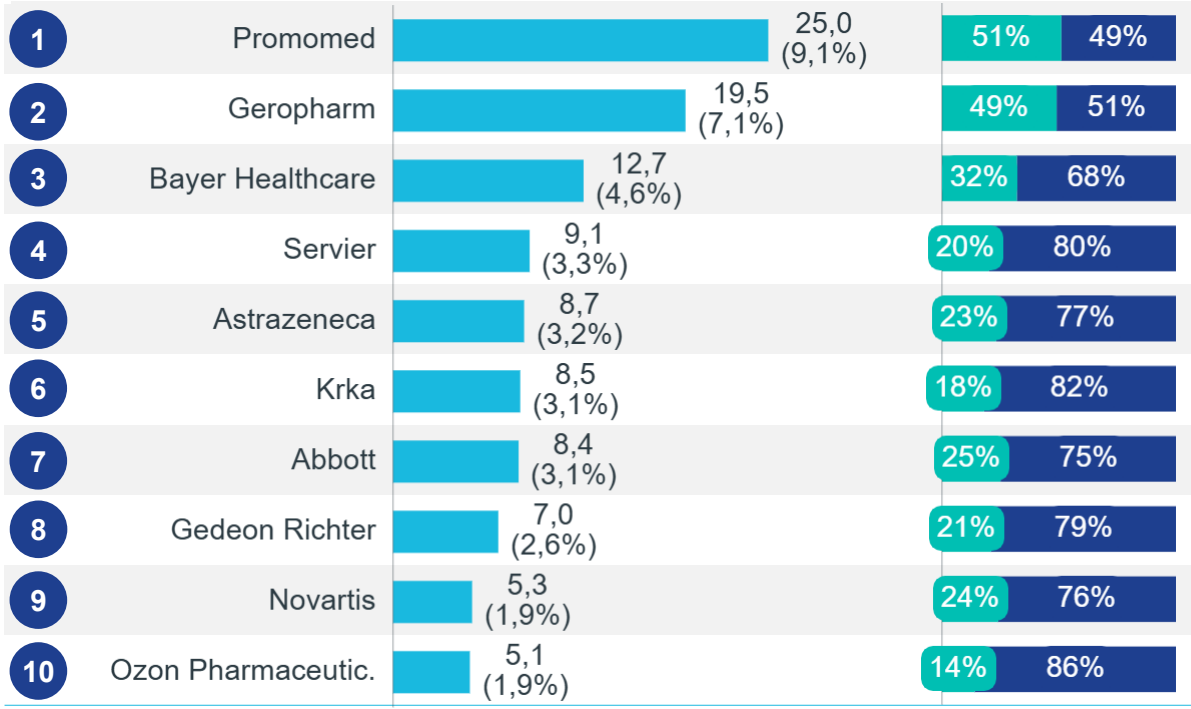
Avg. E-com segment MS%: 15%

Rx segment

TOP10 companies
Sales, MS% MAT'7'26

Bln. RUB, %

Sales split E-com/offline
%, MAT'7'26



TOP10 MS%: 40%

E-com Offline

Avg. E-com segment MS%: 24%

Retail segment

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

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State-funded segment

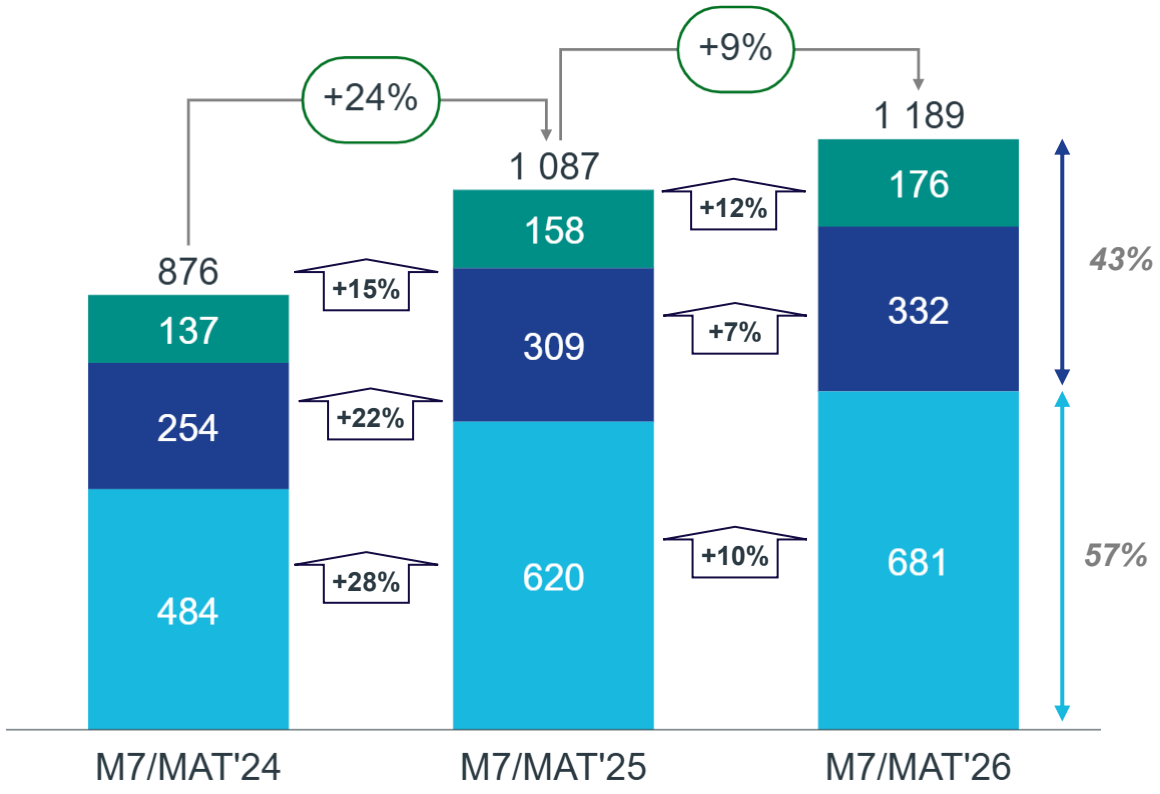


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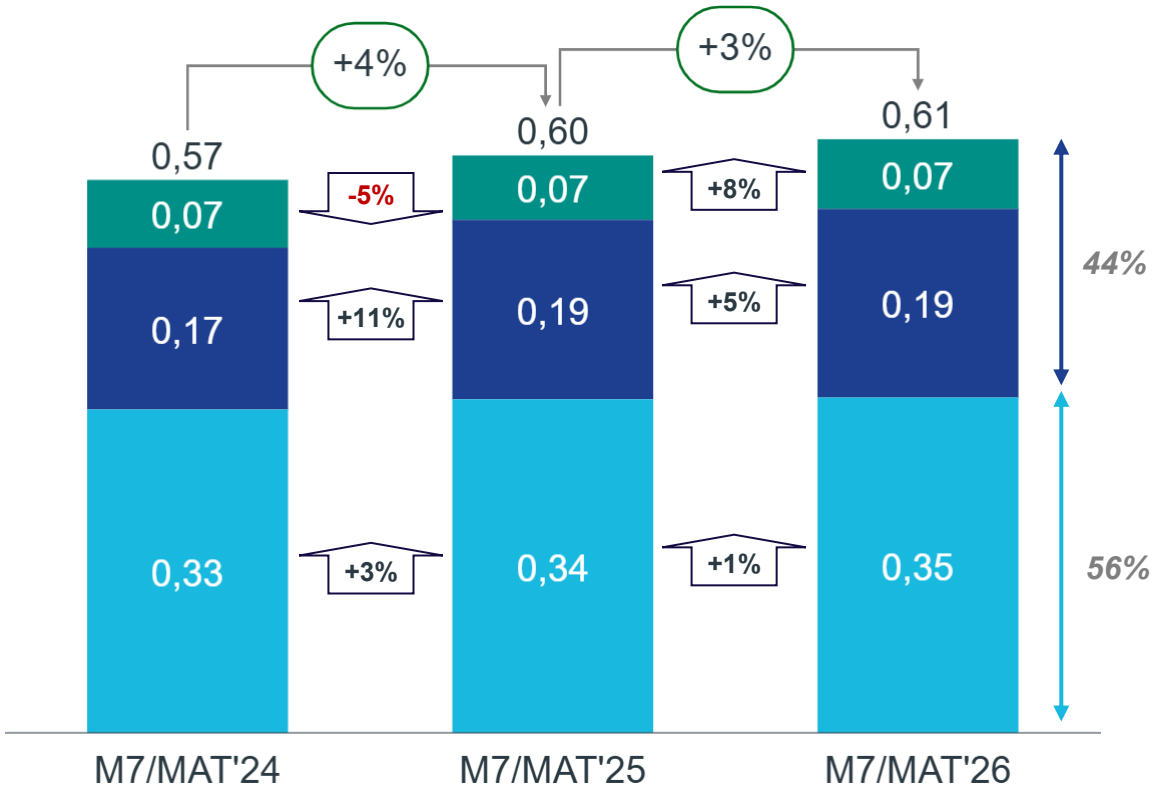
All state-funded segments show a slowdown in value growth rates compared to previous period

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

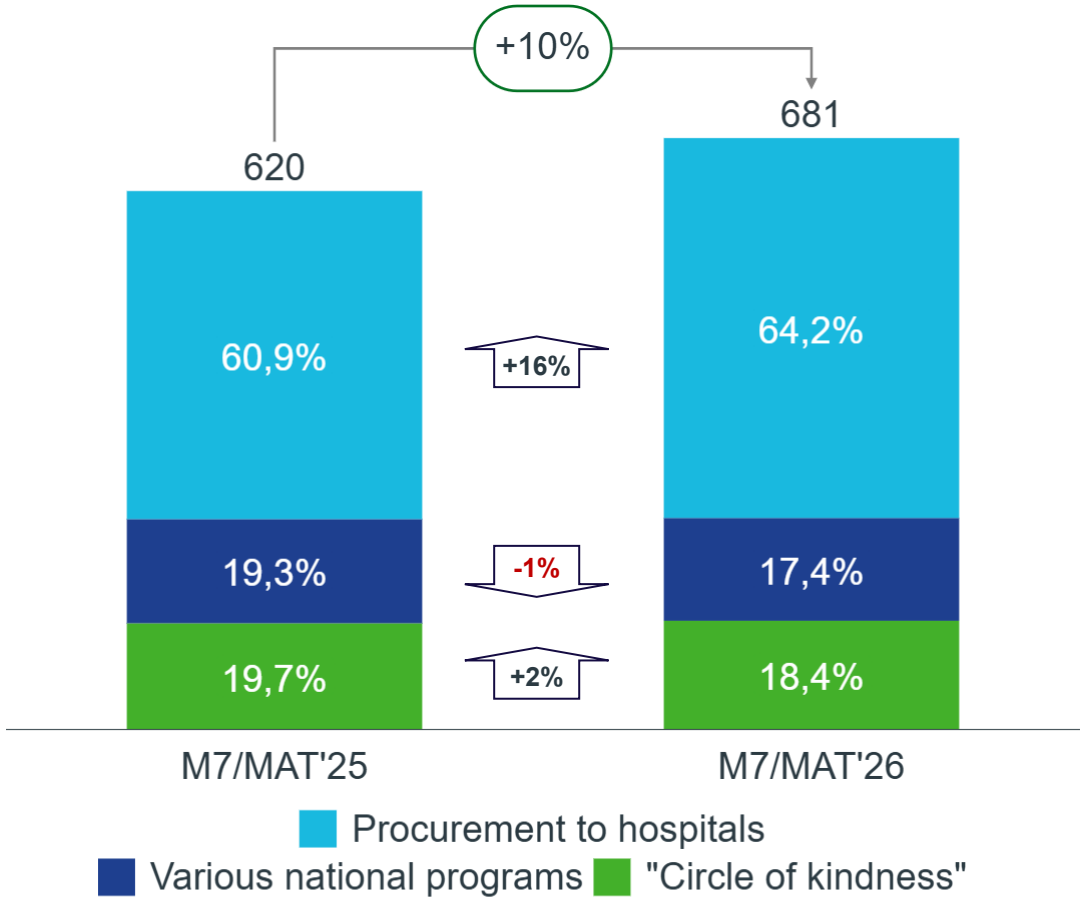
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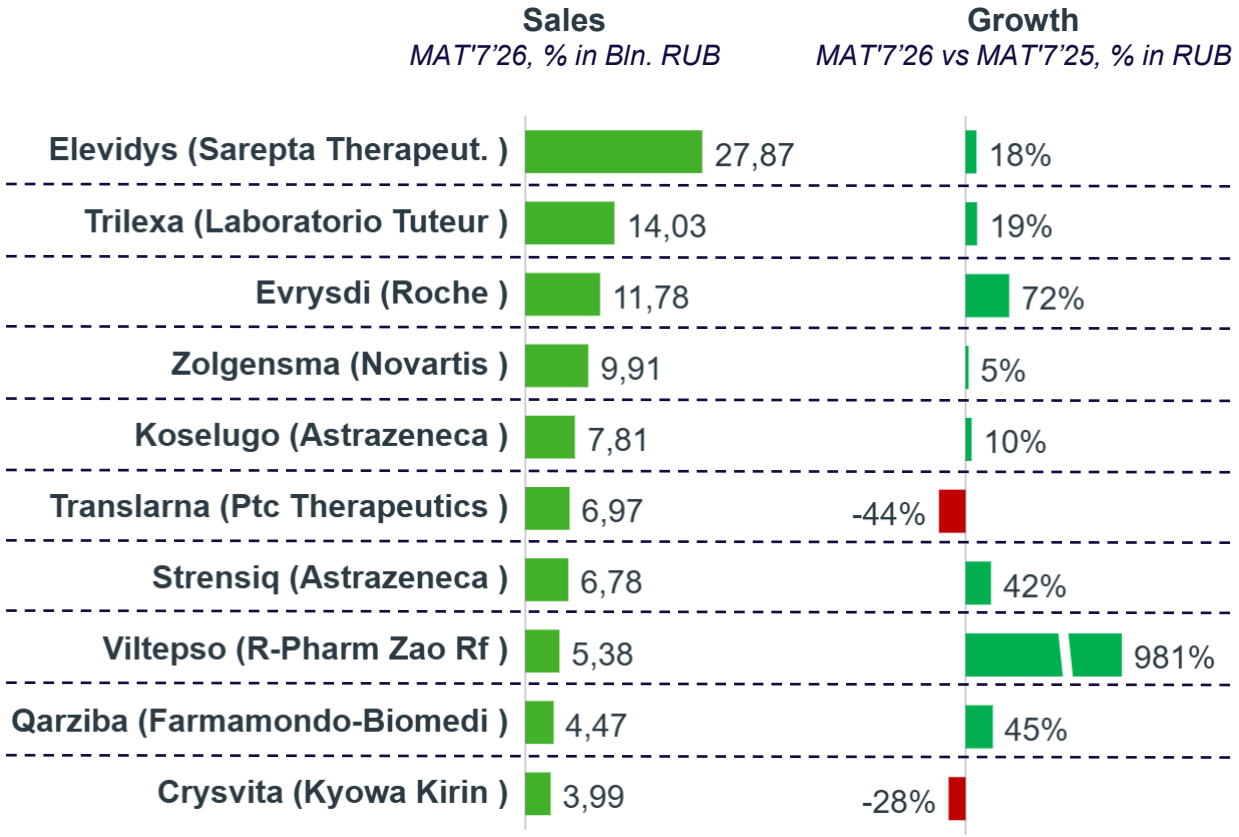
The expansion of procurement to hospitals is the key driver of the public segment growth

Public (hospital) segment

Public Sales by Market Type
Bln RUB



TOP10 Brands in «Circle of kindness»

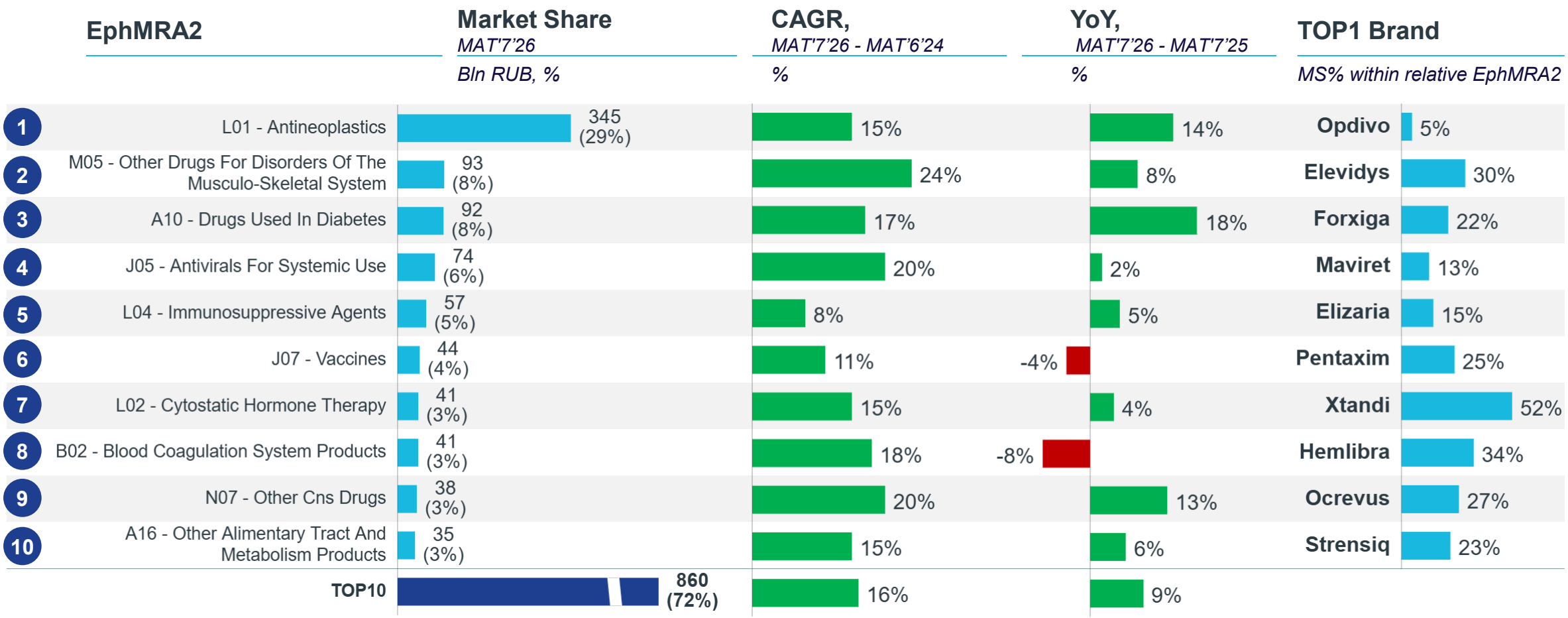


State-funded segment

Source: IQDATA database (Public); Trade price
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L01 is the largest category taking 29% of market share; M05 category demonstrates the strongest CAGR growth

State-funded segment EphMRA2 TOP10 performance



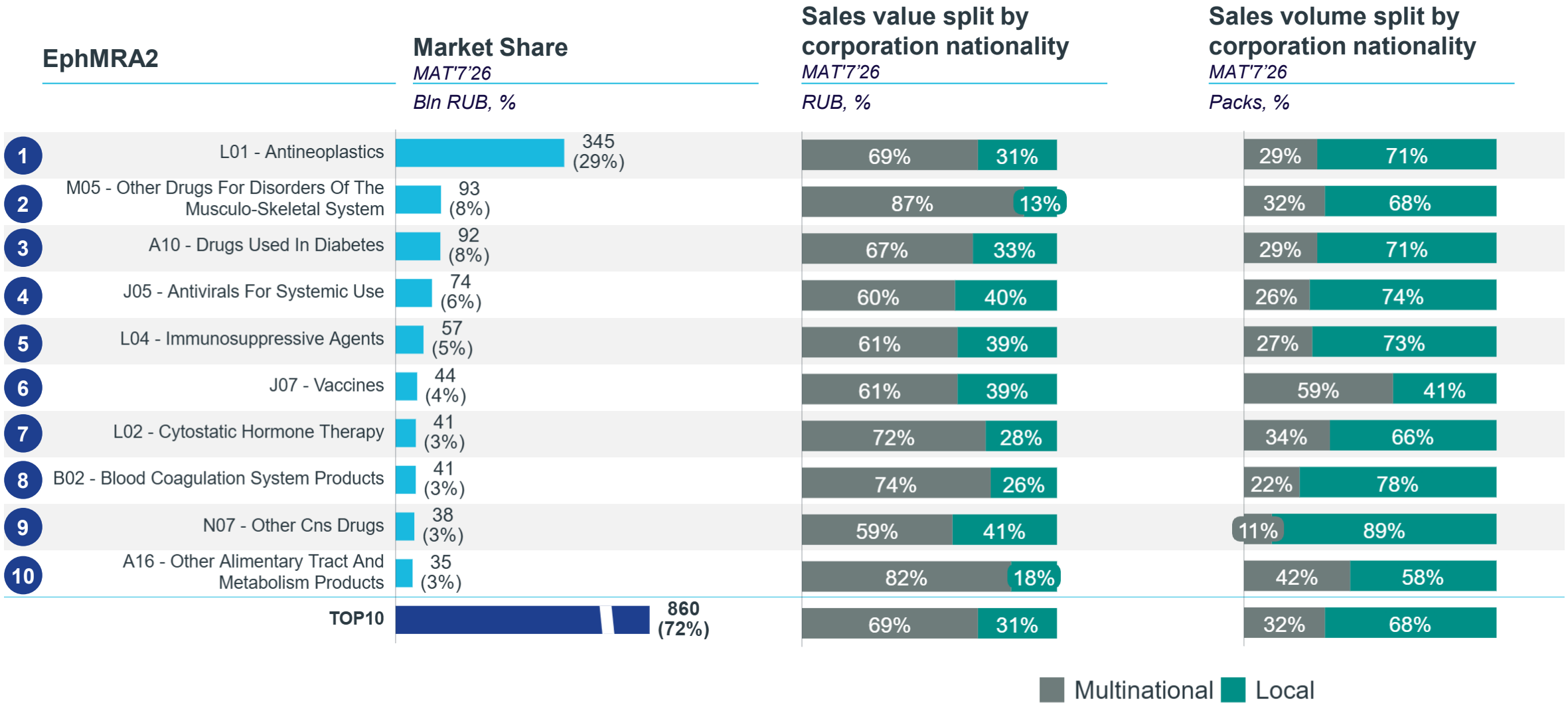
State-funded segment

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

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In the EphMRA2 TOP10 multinational corporations account for 69% of the market value and 32% of the market volume sales

State-funded segment EphMRA2 TOP10 performance

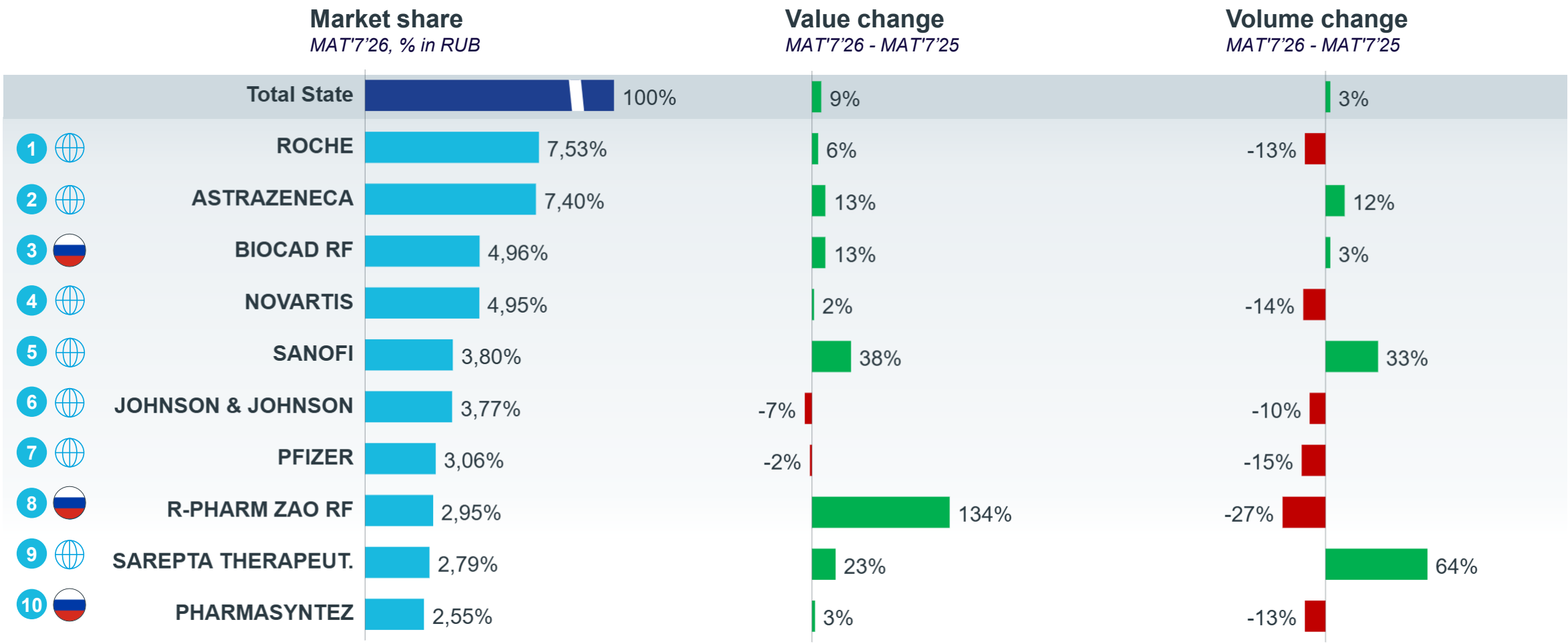


Source: IQDATA database (Public, DLO, RLO); Trade price

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R-pharm demonstrates the largest value growth compared to previous period

TOP10 state-funded segment ranking of companies by sales



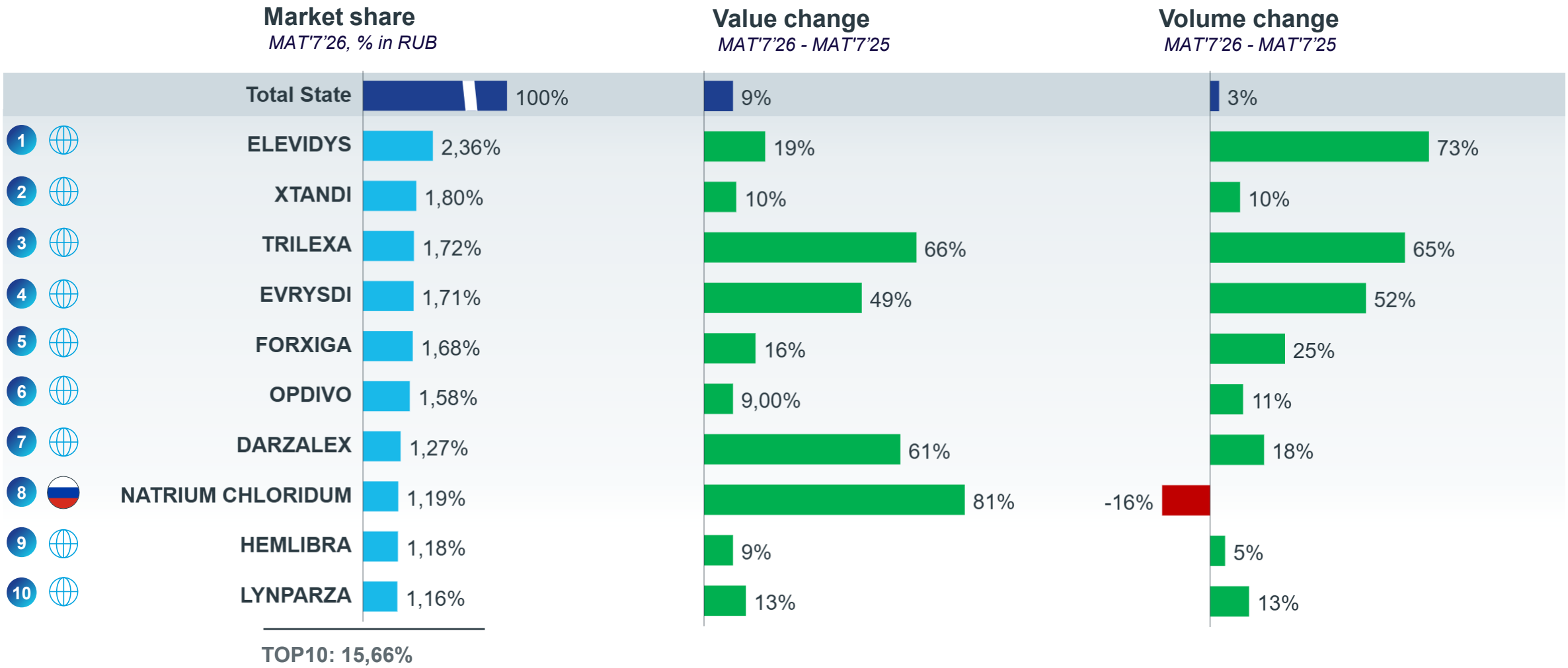
State-funded segment

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

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Natrium chloridum is the local brand with the highest value growth compared to previous period

TOP10 state-funded segment ranking of brands by sales



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

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Value chain



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TOP10 distributors own 64.0% of total gross sales in pharma market; Pulse is the leader in Q1-2 2026

Total market TOP10 distributors performance

#	Distributor	Market share in gross sales*, %		Change in gross sales Q1-2 2026 / Q1-2 2025, %
		Q1-2 2026	Q1-2 2025	
1	Pulse	12,3%	12,6%	10,9%
2	Protek	12,1%	12,5%	9,2%
3	Katren	10,5%	10,6%	12,5%
4	R-Pharm	6,4%	5,9%	24,1%
5	Grand Capital	6,3%	6,3%	13,4%
6	Irwin	4,9%	4,7%	17,9%
7	Pharmkomplekt	3,7%	3,5%	20,7%
8	BSS	3,7%	3,7%	12,2%
9	Vita line	2,5%	2,8%	4,5%
10	Lancet	1,5%	1,6%	7,3%
	Total	**64,0%**	**64,3%**	**13,0%**

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Source: IQDATA survey. open sources. team analysis

*Gross sales include Retail. State funded. Secondary and Non-target Sales

TOP10 pharmacy chains own 61.8% of retail drug sales; Rigla is the leading pharmacy chain with 12.6% market share

TOP10 pharmacy chains in retail segment



#	Category	Pharmacy chains	Market share in retail drug sales, %		Number of pharmacies (Point of Sales) Q1-2 2026
			Q1-2 2026	Q1-2 2025	
1	F	Rigla (Moscow)	12,6%	12,2%	7 357
2	F	April (Krasnodar)*	10,3%	9,1%	11 281
3	F	Planeta Zdorovya (Perm)	8,0%	7,9%	3 072
4	F	Neo-Pharm (Moscow)	5,4%	5,1%	2 193
5	F	Pharmacies 36.6 (Moscow)	5,2%	5,3%	2 855
6	F	Erkhapharm & Melodiya Zdorovya (Moscow)	5,2%	4,9%	2 694
7	F	Impozia (Samara)	5,0%	5,0%	5 174
8	F	Farmland (Ufa)	4,6%	4,4%	2 845
9	F	Vita (Samara)	4,0%	4,2%	3 631
10	F	PPC_ASNA (Moscow)	1,6%	1,6%	1 717
		Total	**61,8%**	**59,7%**	

Categories: F – Federal Pharmacy Network; I – Interregional pharmacy network; R – Regional pharmacy chain
Retail segment – Pharmatrend in Russia
* Expert assessment

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Source: IQDATA survey. open sources. team analysis

ProApteka ranks first among the PA retail drug sales TOP5

TOP5 pharmacy associations in retail segment

#	Category	Pharmacy associations	Market share in retail drug sales, %		Number of pharmacies (Point of Sales) Q1-2 2026
			Q1-2 2026	Q1-2 2025	
1	PA	ProApteka (Moscow)	17,8%	17,1%	15 632
2	PA	MPO (St. Petersburg)	18,7%	17,3%	15 310
3	PA	Pharmacy Union (Moscow)	8,9%	8,0%	6 709
4	PA	ANNA (Voronezh)	6,9%	3,8%	3 953
5	PA	VESNA (St. Petersburg)	7,2%	6,1%	8 091

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Categories: PA – Pharmacy association
Retail segment – Pharmatrend in Russia
* Sozvezdie and IRIS are not participating in Ranking

The leading position in the E-com segment is occupied by the Rigla (Moscow) pharmacy chain with 15.4% market share

TOP10 pharmacy chains in E-com segment

#	Category	Pharmacy chains*	Market share in E-com sales, %	Market share in retail sales, %	Number of pharmacies (Point of Sales) Q1-2 2026
			Q1-2 2026	Q1-2 2026	
1	F	Rigla (Moscow)	15,4%	11,6%	7 357
2	F	Erkhapharm & Melodiya Zdorovya (Moscow)	8,6%	5,3%	2 694
3	F	Pharmacies 36.6 (Moscow)	8,0%	4,9%	2 855
4	F	Neo-Pharm (Moscow)	6,8%	5,4%	2 193
5	F	Farmland (Ufa)	5,7%	4,3%	2 845
6	I	Zdorov.ru (Korolev)	2,4%	1,5%	120
7	F	Aloe (St. Petersburg)	1,4%	1,3%	712
8	I	Vasha No. 1 (Moscow)	0,8%	0,5%	151
9	I	Garmoniya Zdorovya (Krasnoyarsk)	0,4%	0,9%	517
10	I	Gubernskie Apteki (Krasnoyarsk)	0,2%	0,9%	360

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Source: IQDATA survey. open sources. team analysis

Categories: F – Federal Pharmacy Network; I – Interregional pharmacy network; R – Regional pharmacy chain
E-com segment – Pharmatrend in Russia: E-commerce
Retail segment – Pharmatrend in Russia
* According to questionnaires completed by participants

Apteka.ru (Novosibirsk) is the digital pharmacy with the biggest market share in the E-com segment

TOP digital pharmacies in E-com segment



#	Category	Digital pharmacy*	Market share in E-com sales, %	Market share in retail sales, %	Number of Pick-up points Q1-2 2026
			Q1-2 2026	Q1-2 2026	
1	DP	Apteka.ru (Novosibirsk)	33,3%	6,3%	47 088
2	DP	Zdravcity (Moscow)	8,7%	1,6%	34 519
3	DP	Eapteka (Moscow)	4,5%	0,9%	27 151
4	DP	Polza.ru (Khimki)	4,4%	0,8%	40 012

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Source: IQDATA survey. open sources. team analysis

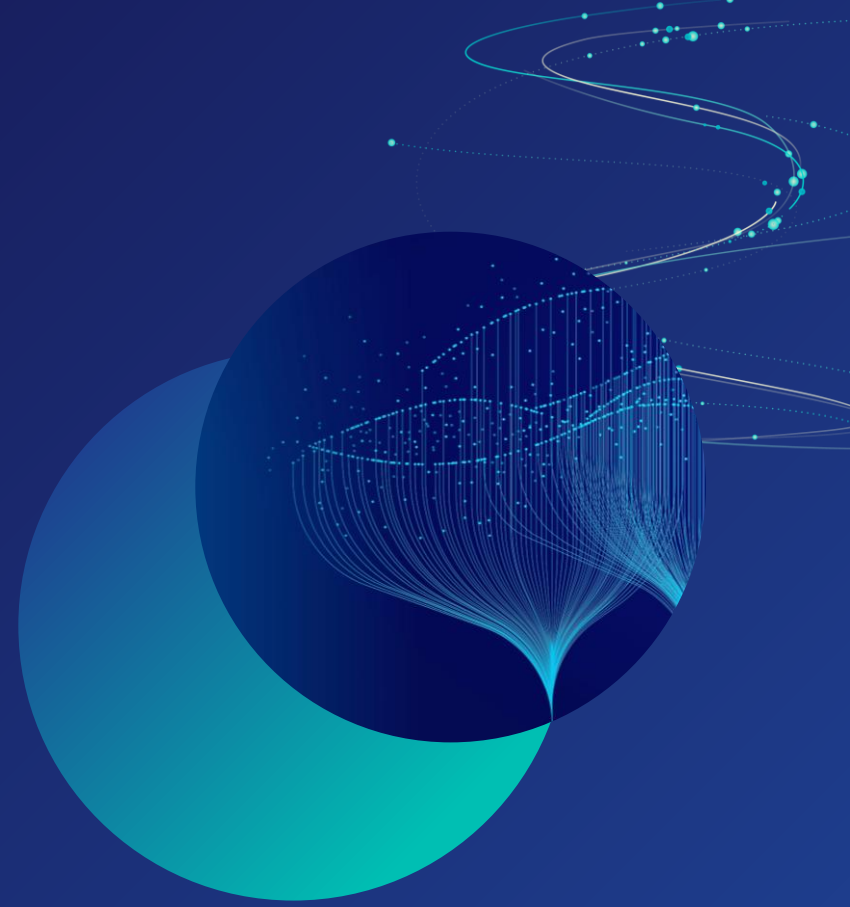
Categories: DP – Digital pharmacy
E-com segment – Pharmatrend in Russia: E-commerce
Retail segment – Pharmatrend in Russia
* According to questionnaires completed by participants

Contacts

Svetlana Nikulina
Sales Director | Russia

Svetlana.Nikulina@iq-data.ru

+7 903 737 89 51



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