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IQDATA Focus

Analytics. Innovation. Accuracy.

March 2026



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02 Total pharma market

03 Retail segment

04 State-funded segment

05 Value chain

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The following definitions are used in the IQDATA report

Disclaimer

TIME PERIOD

Analyzed period of this report:

- April 2025 – March 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

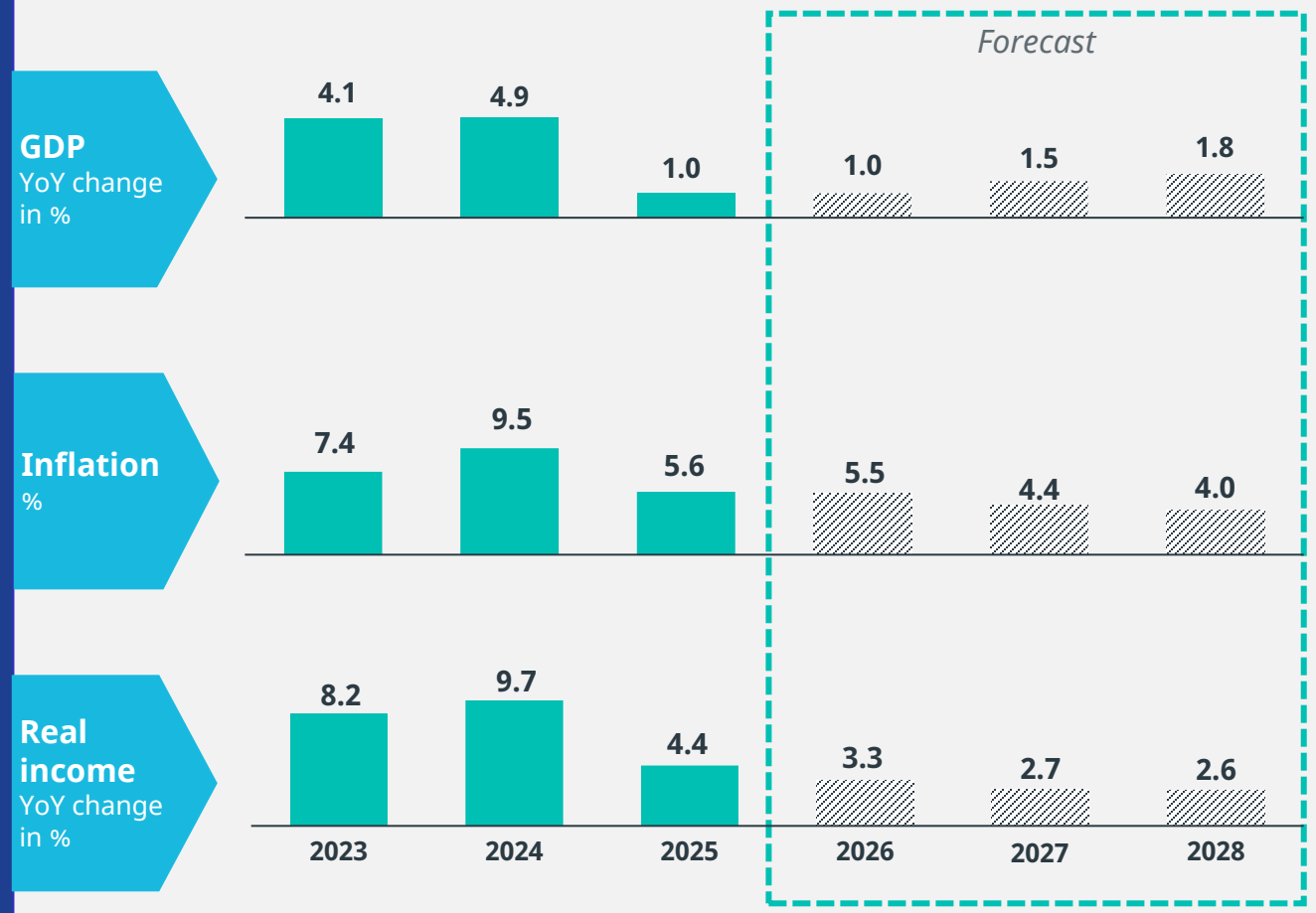


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In 2025 Russia's GDP growth rate fell sharply to 1%, in 2026-2028 economic growth is not expected to accelerate

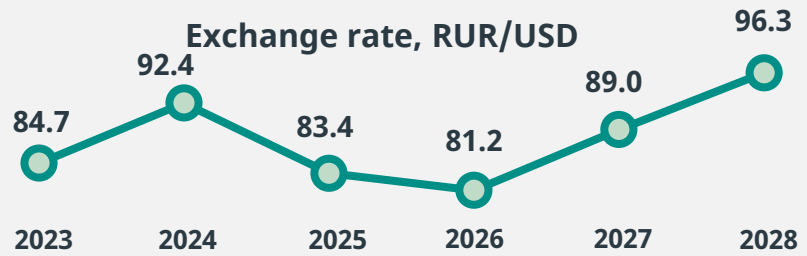
Key economic indicators

Economic indicators



Comments

- The **GDP forecast** for 2026 is **1%**. **Real income** is expected to grow by **3.3%** in 2026
- The **inflation rates** in 2026 and subsequent periods **are projected at 4–5.5%**
- **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 (April 2026 update)

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Total pharma market

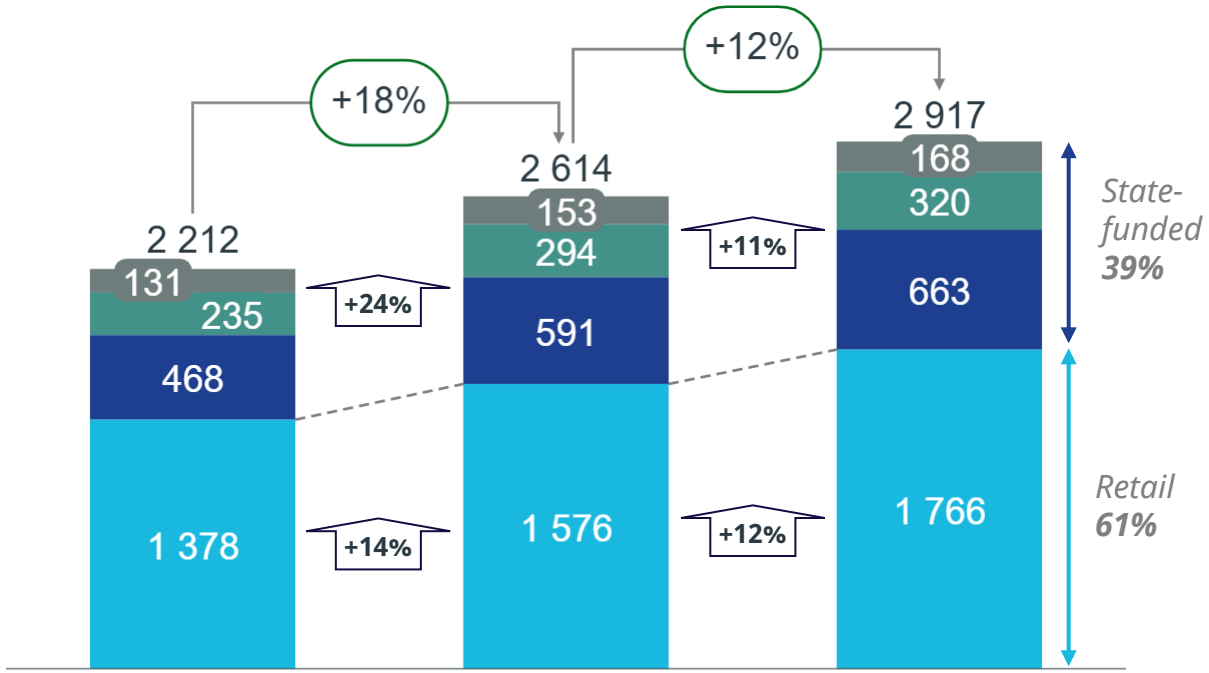


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The growth of Russian pharmaceutical market is slowing down in value both in retail and state-funded segments

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'3'26, Bln	**2 917,1**	**36,5**	**31,5**	**5,2**	**221**
Growth 26/25, %	**12%**	**30%**	**20%**	**-2%**	**0%**

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

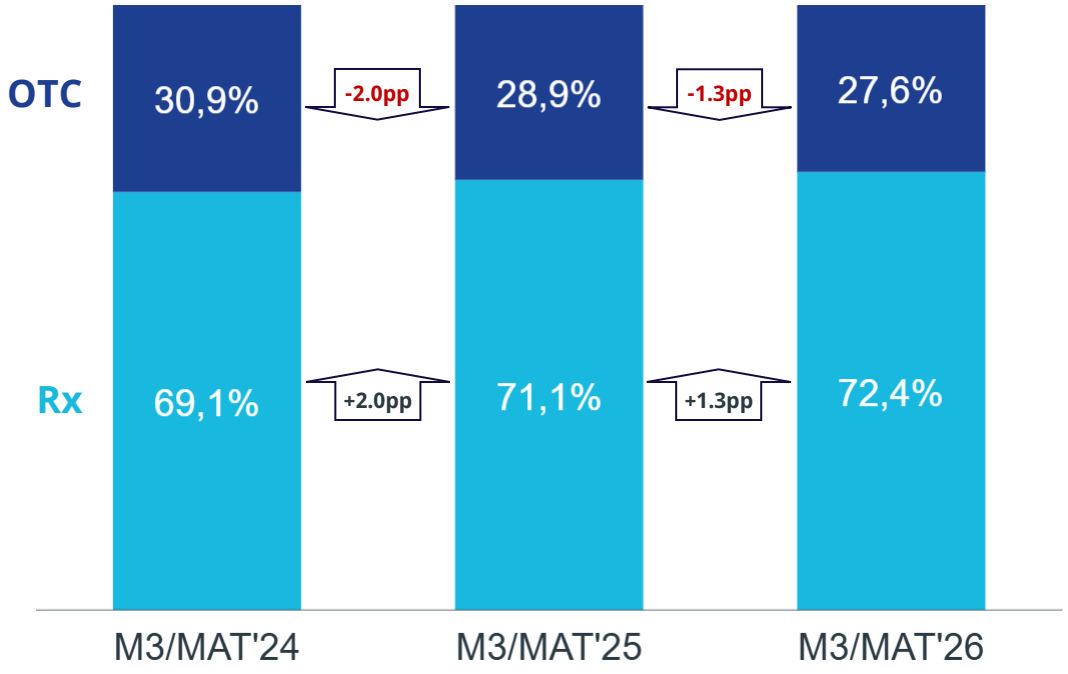
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The market is dominated by Rx drugs, share of generics is growing slightly compared to previous period

Total pharma market by structure

Prescription status

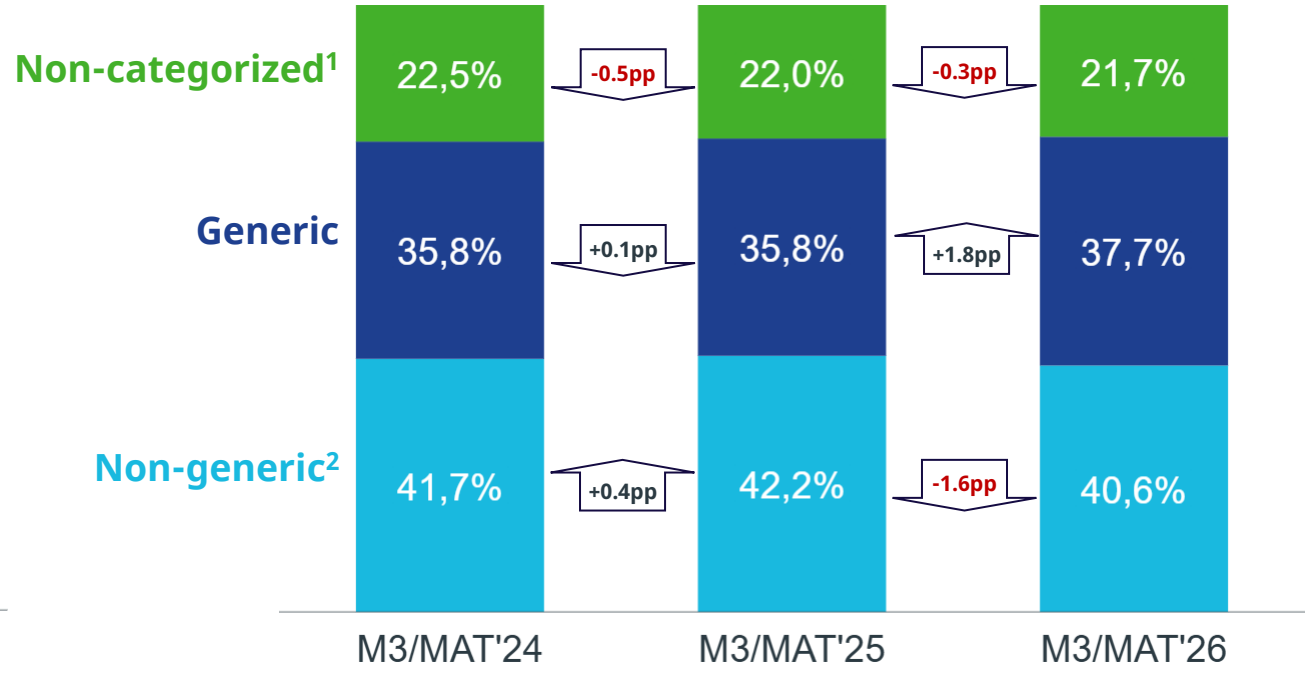
RUB



	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	30 / 41 / 29	30 / 41 / 29	30 / 42 / 28
State	60 / 28 / 12	60 / 28 / 12	57 / 31 / 12

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

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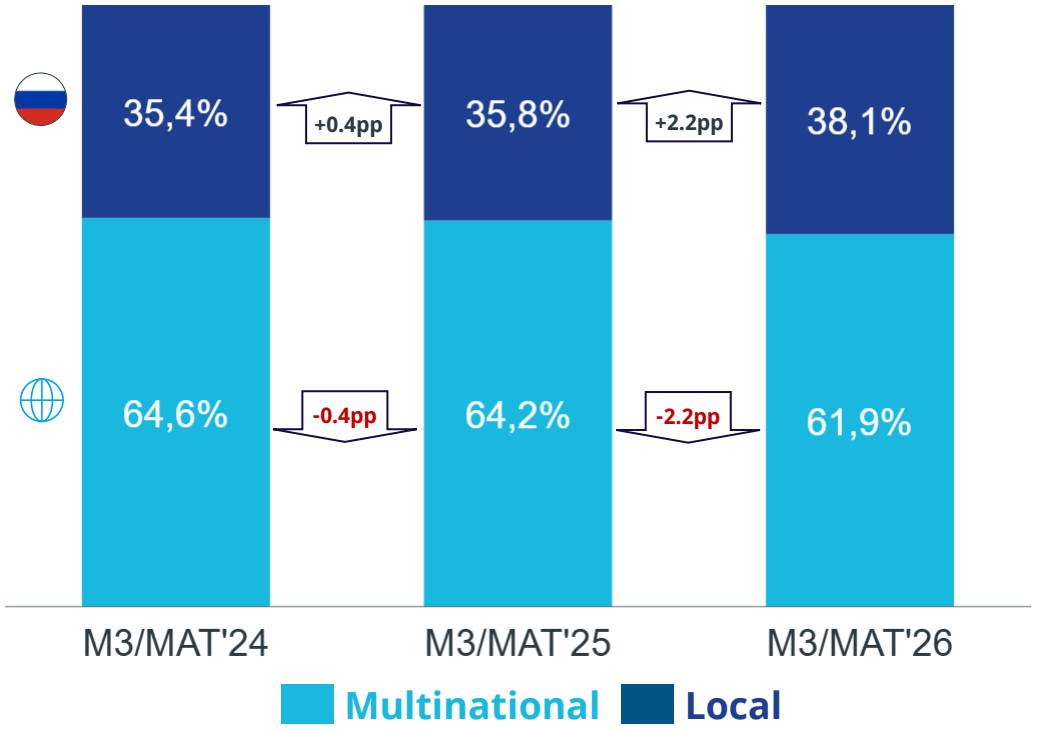
Notes: (1) Vaccines, probiotics, base solutions (e.g. NaCl); (2) Original and first-in-INN products, biosimilars

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

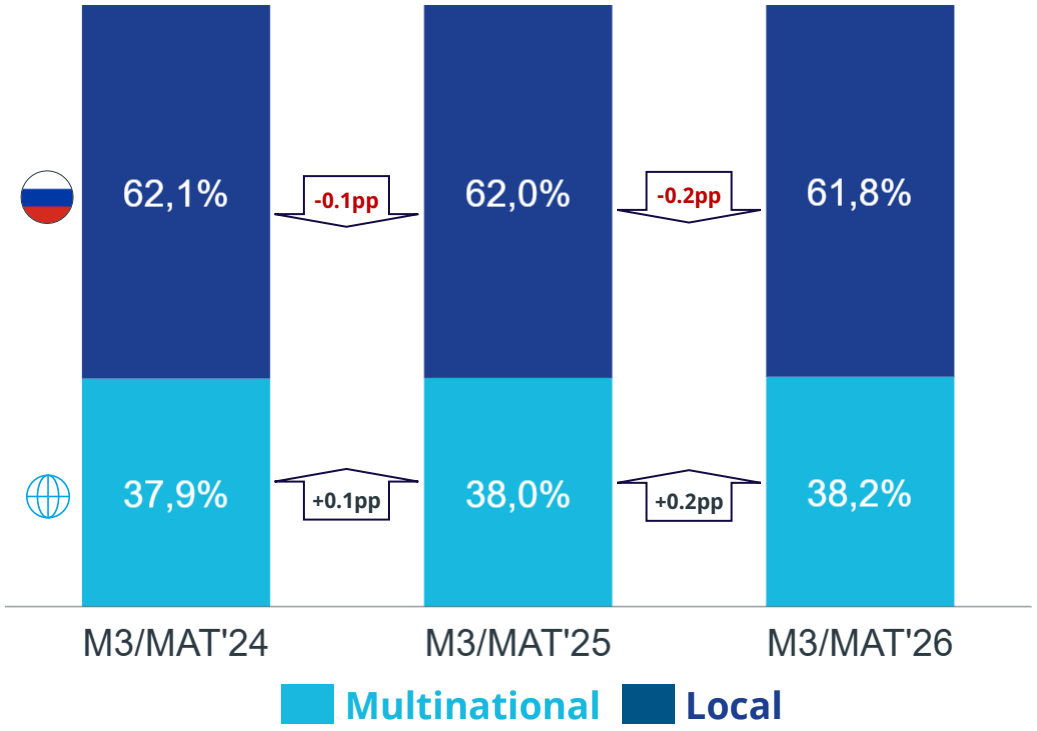
RUB



	Multinational / Local, %		
Retail	63 / 37	62 / 38	60 / 40
State	68 / 32	67 / 33	64 / 36

Total Sales volume

Packs



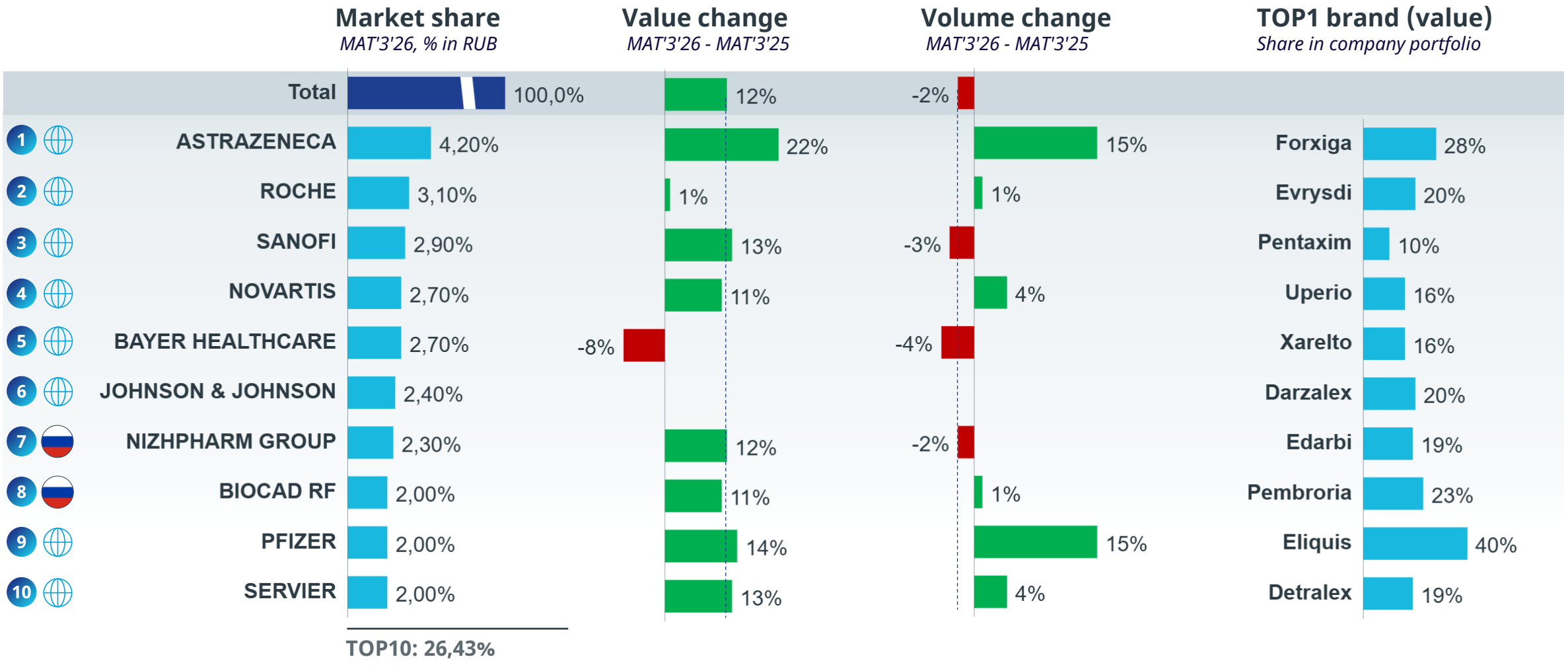
	Multinational / Local, %		
Retail	40 / 60	40 / 60	41/ 59
State	20 / 80	20 / 80	19 / 81

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

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

TOP10 overall ranking of companies by sales

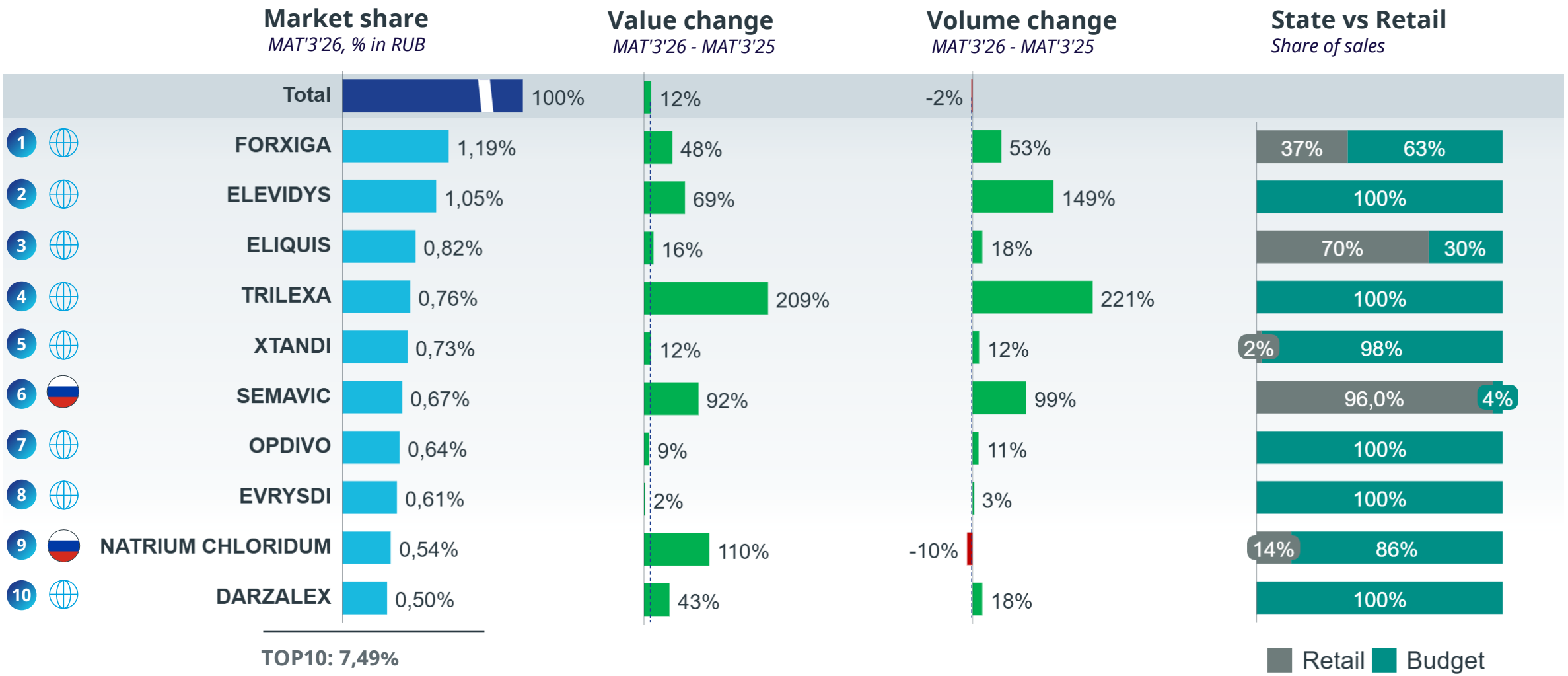


Source: IQDATA database (Retail, Public, DLO, RLO); Trade price

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

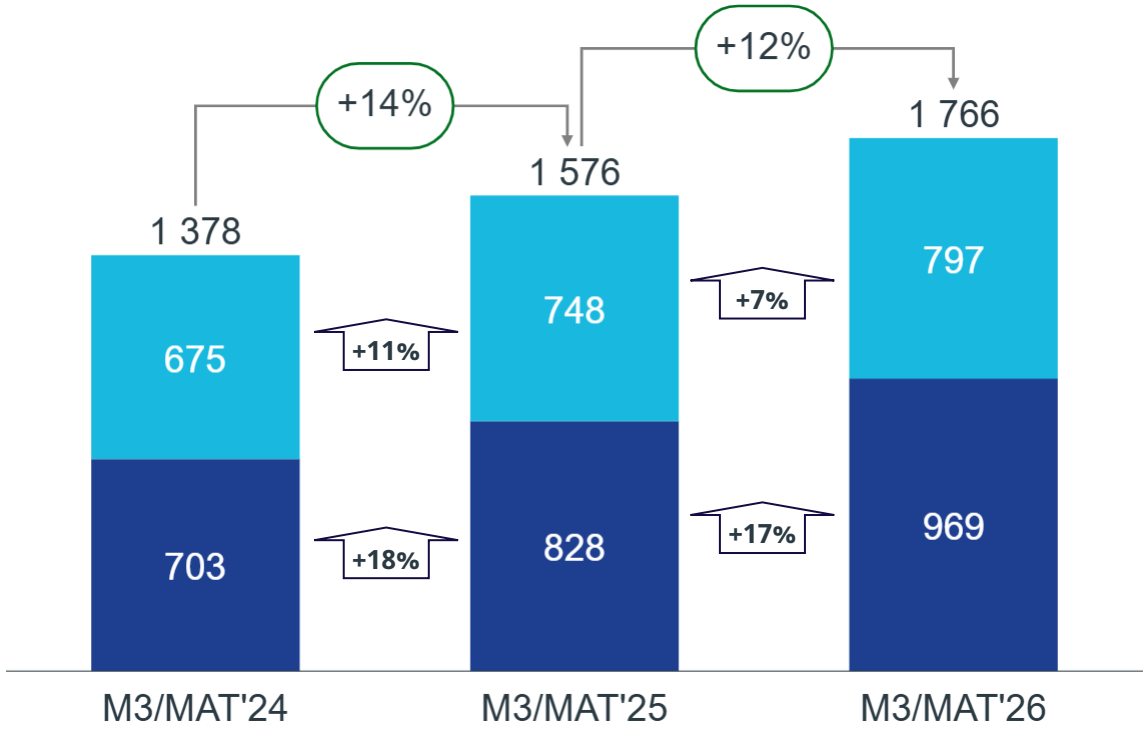


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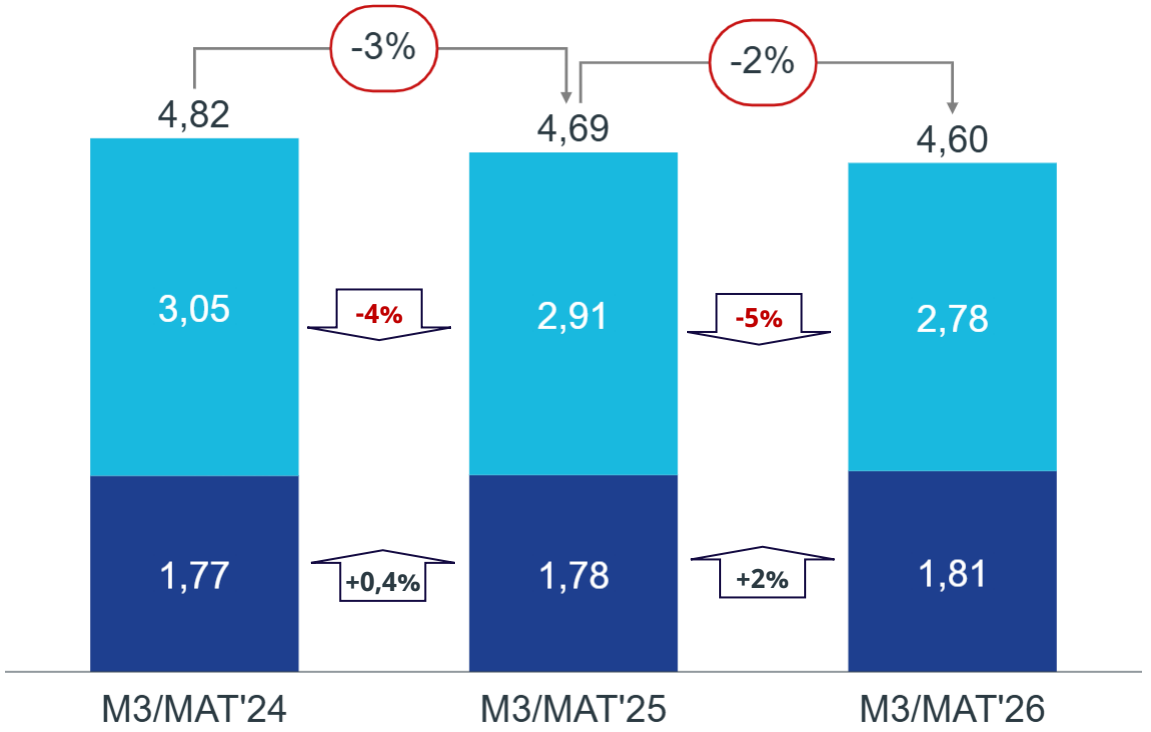
Both Rx and OTC segments of the retail market are slowing down their growth rates in value

Total Retail segment dynamics by OTC/Rx

Total Retail Sales by Value
Bln RUB



Total Retail Sales by Volume
Bln Packs

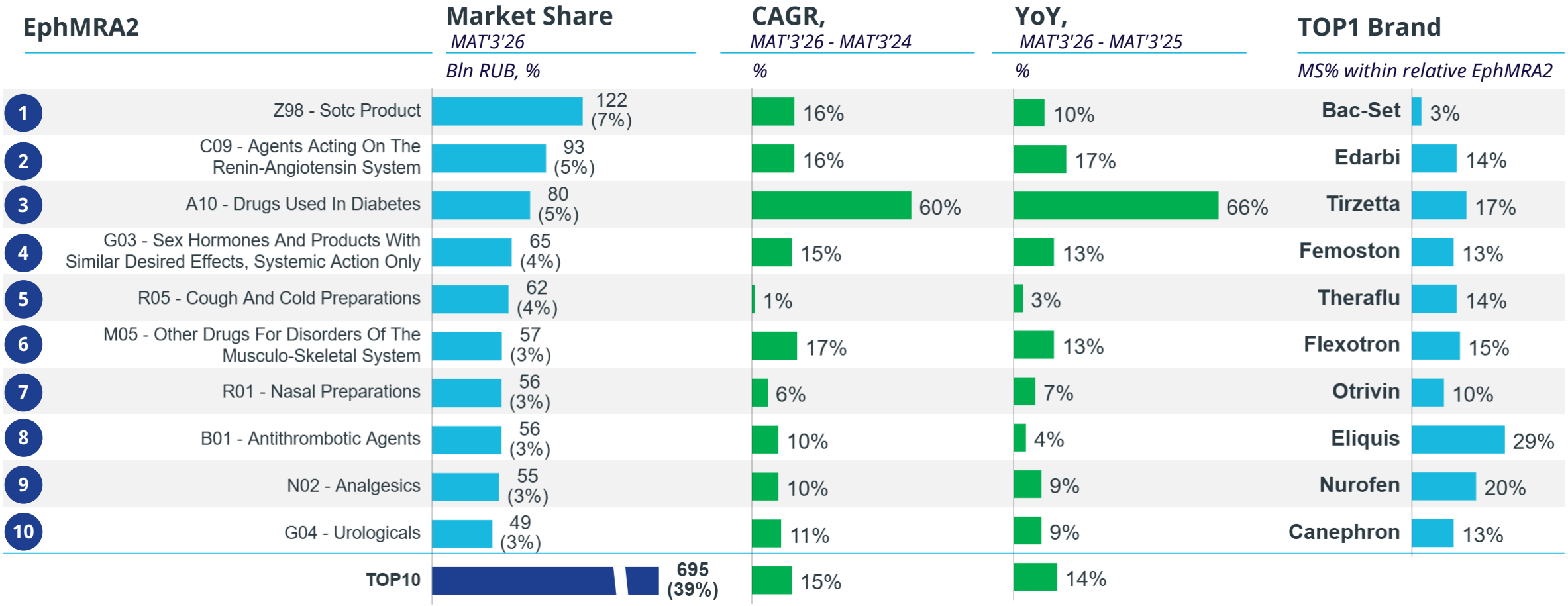


Retail segment

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

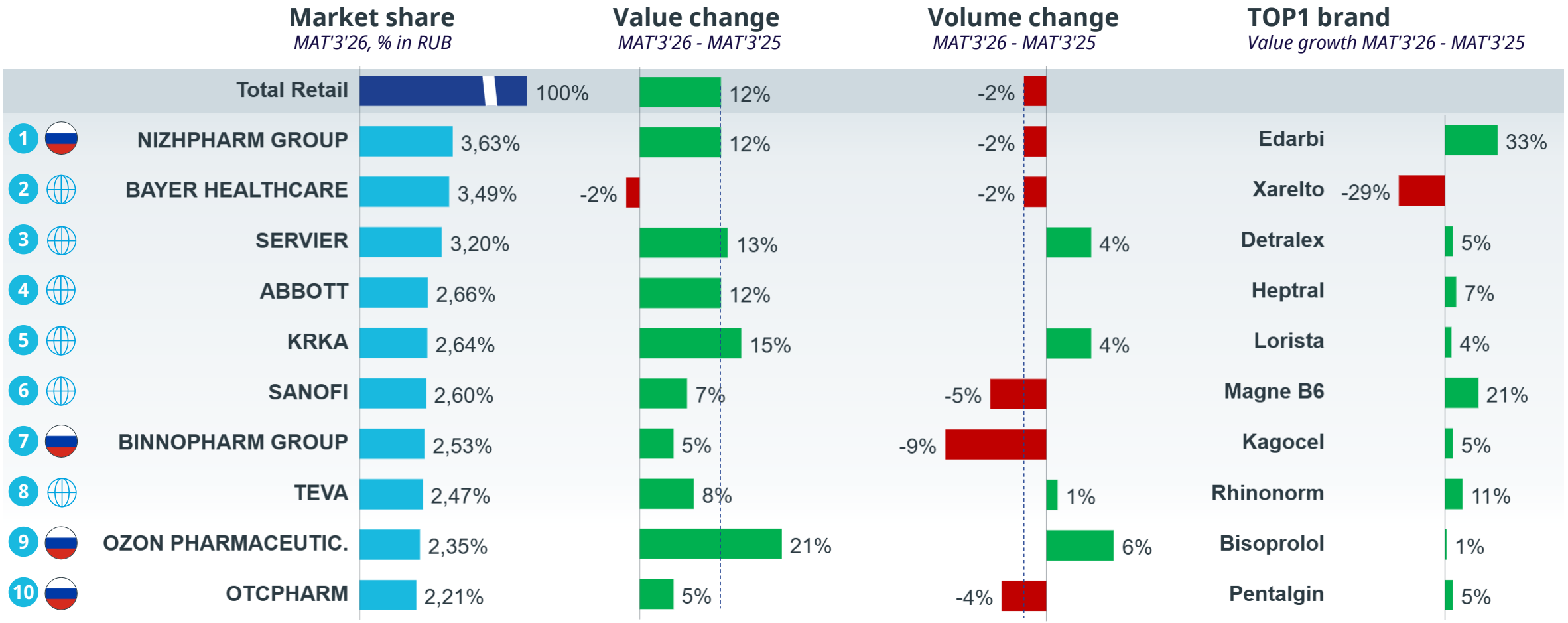


Source: IQDATA database (Retail); Trade price

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

TOP10 retail segment ranking of companies by sales

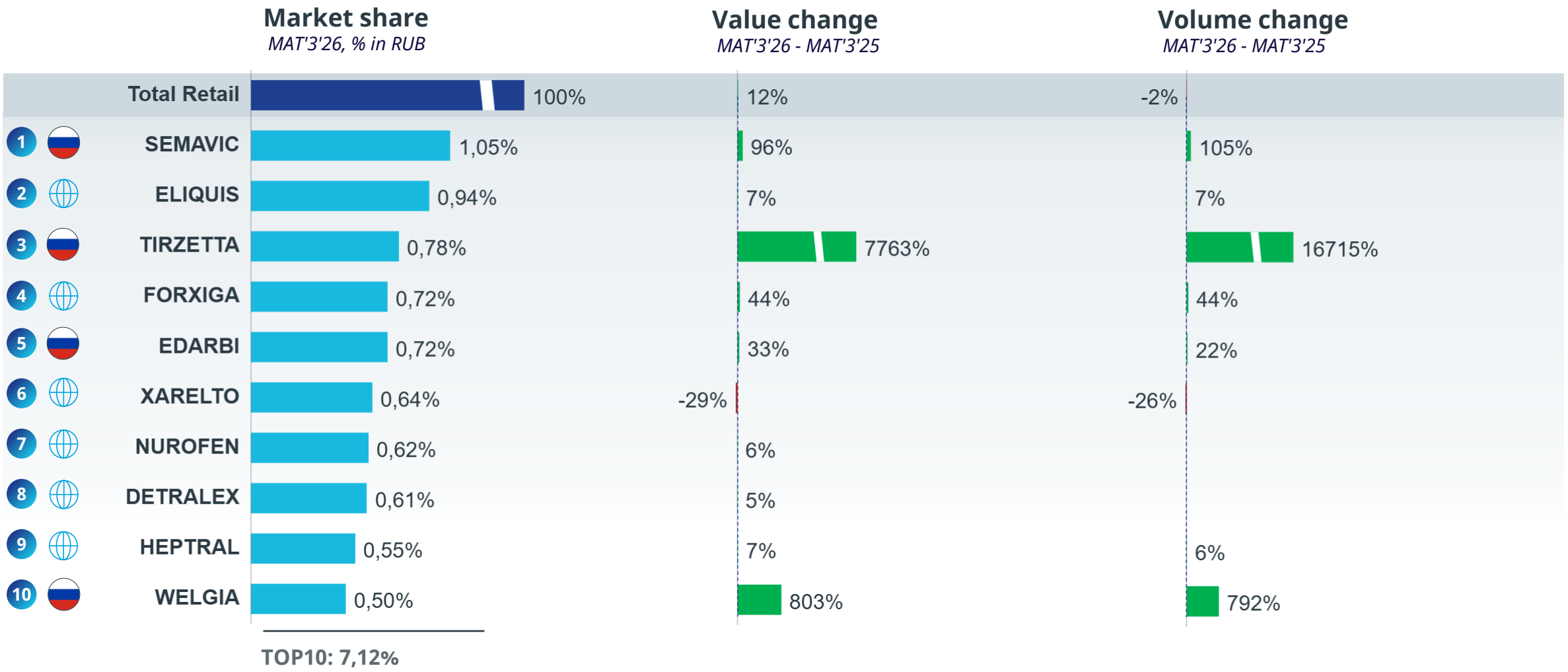


Source: IQDATA database (Retail); Trade price

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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

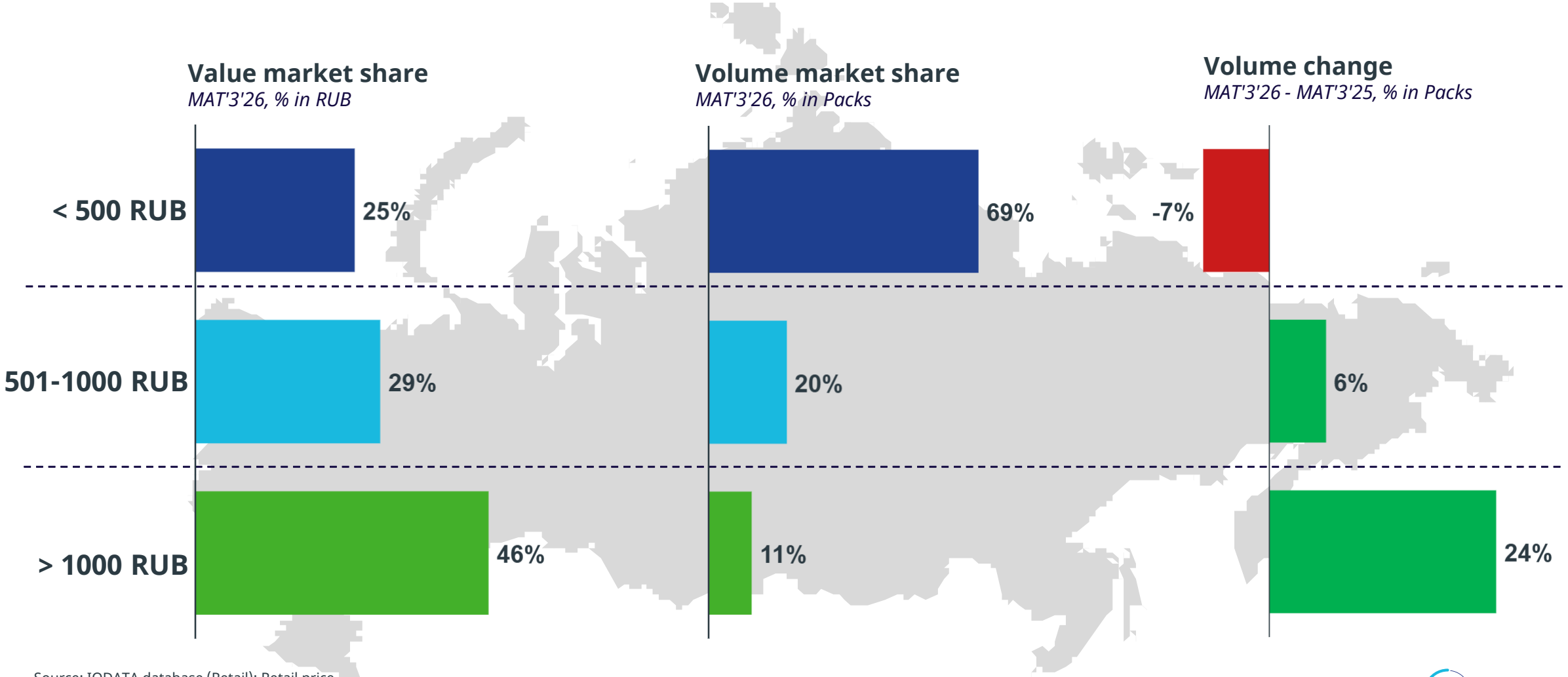


Source: IQDATA database (Retail); Trade price

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Drugs under 500 Rub. per pack make up 69% of retail sales volume, while pricier segments show volume growth

Retail sales distribution across pack price ranges



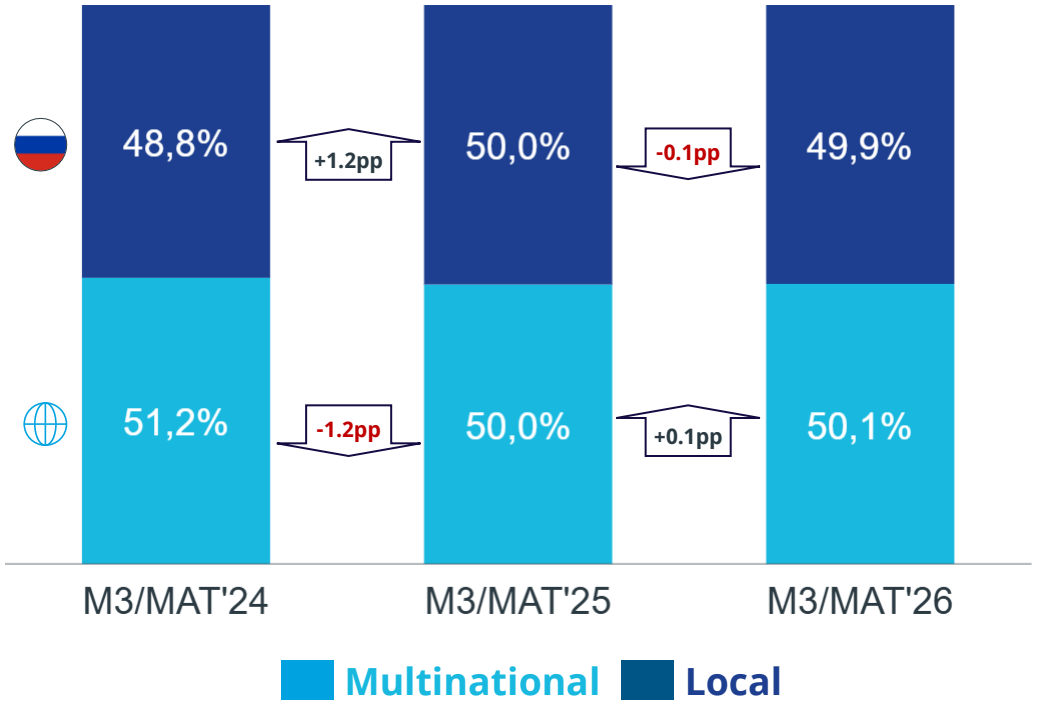
Source: IQDATA database (Retail); Retail price

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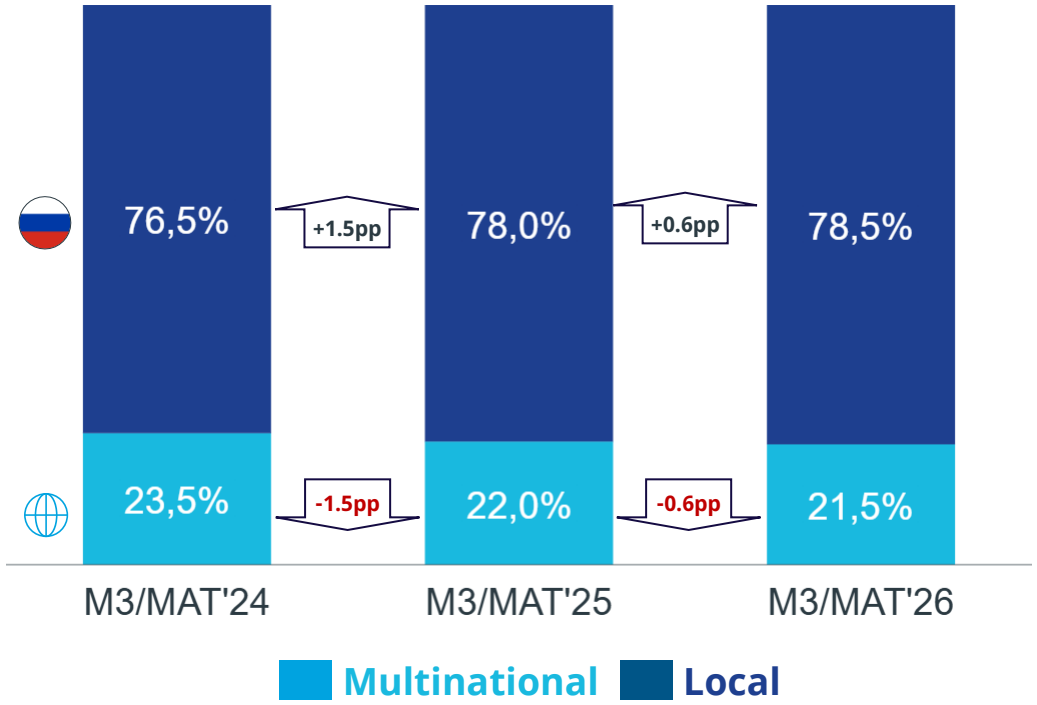
Share of local companies in FS/DS segment has dropped in value and grown in volume vs previous period

Food/Dietary supplements segment by corporation nationality

Total Sales value
RUB



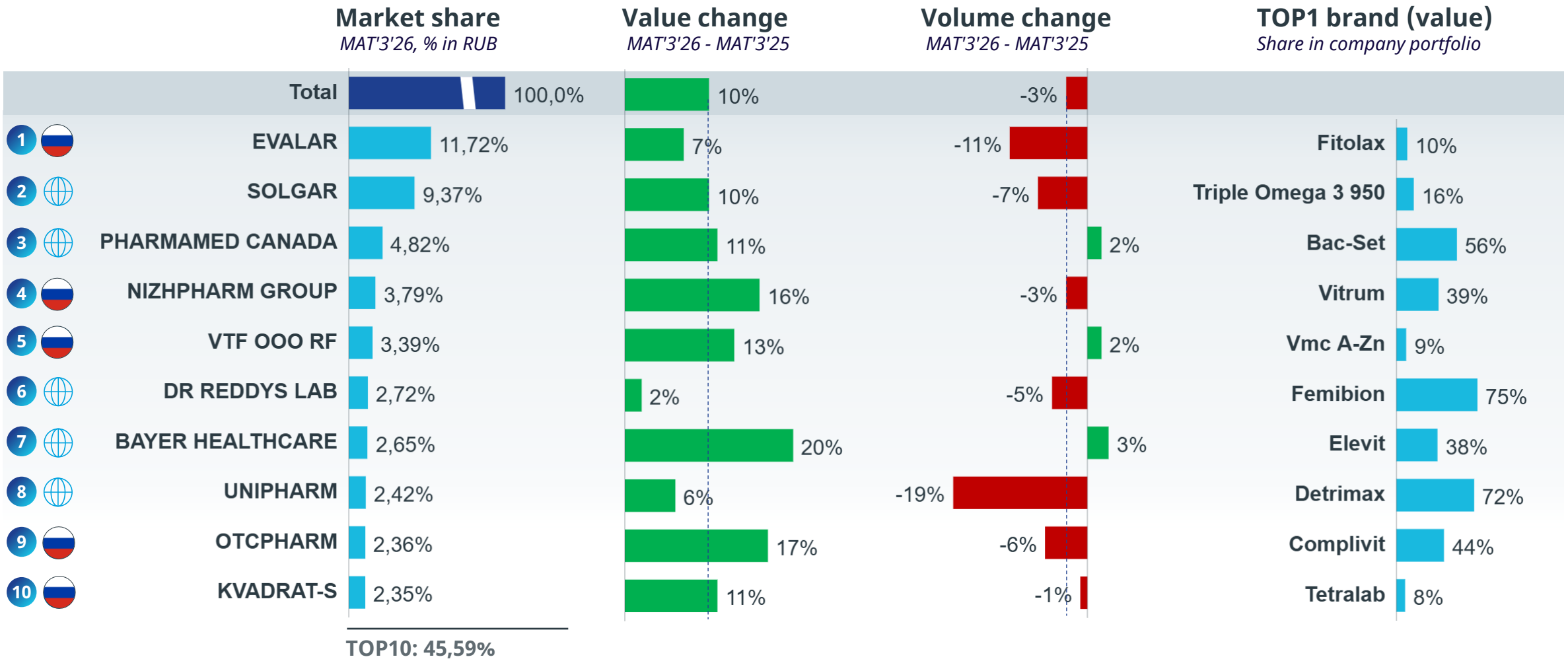
Total Sales volume
Packs



Source: IQDATA database (Retail, Public, DLO, RLO); Trade price
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All TOP10 companies in FS/DS segment are showing positive value growth vs previous period

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



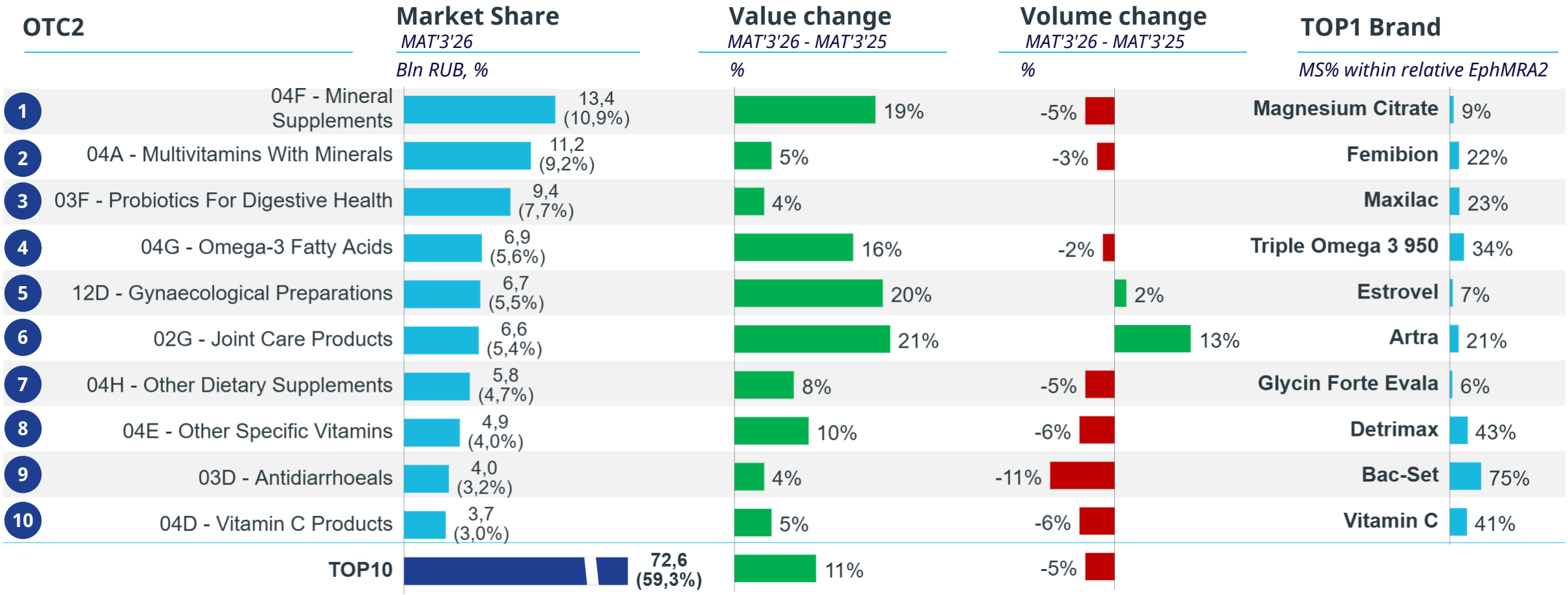
Total pharmaceutical market overview

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

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

Food/Dietary supplements segment OTC2 TOP10 performance



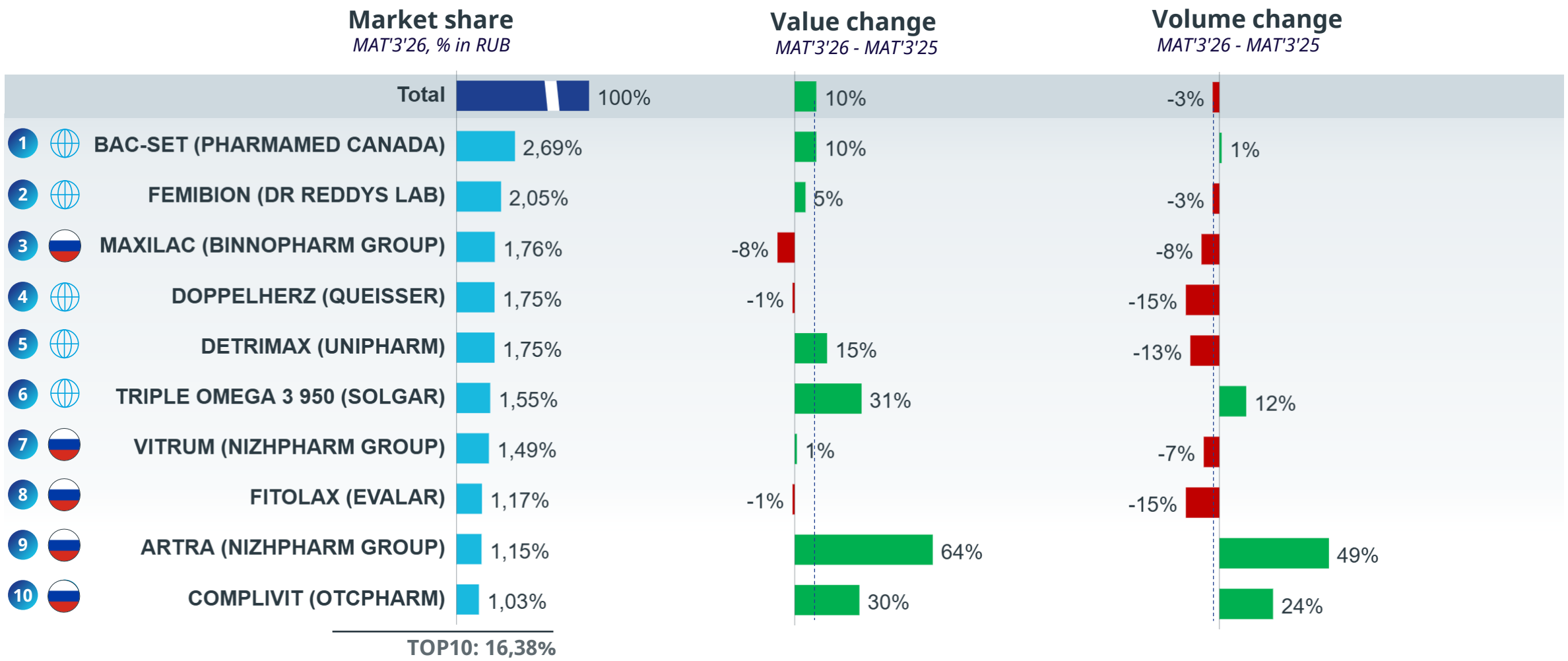
Total pharmaceutical market overview

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

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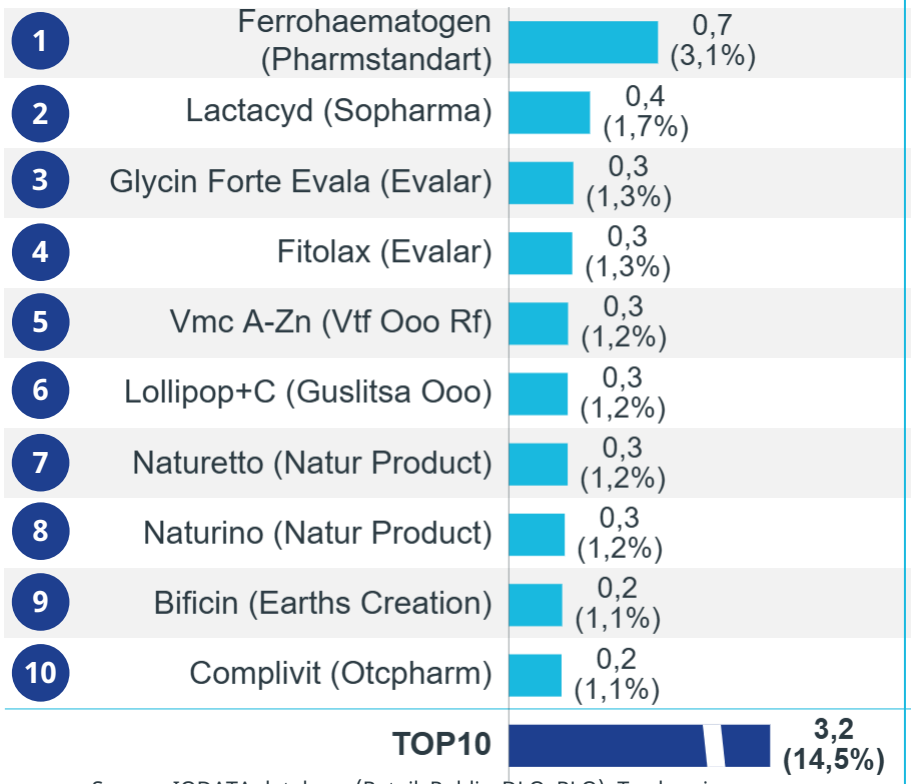
TOP10 brands by sales across pack price ranges in the food/dietary supplements segment

FS/DS segment

<500 RUB

TOP10 brands
Sales, MS MAT'3'26

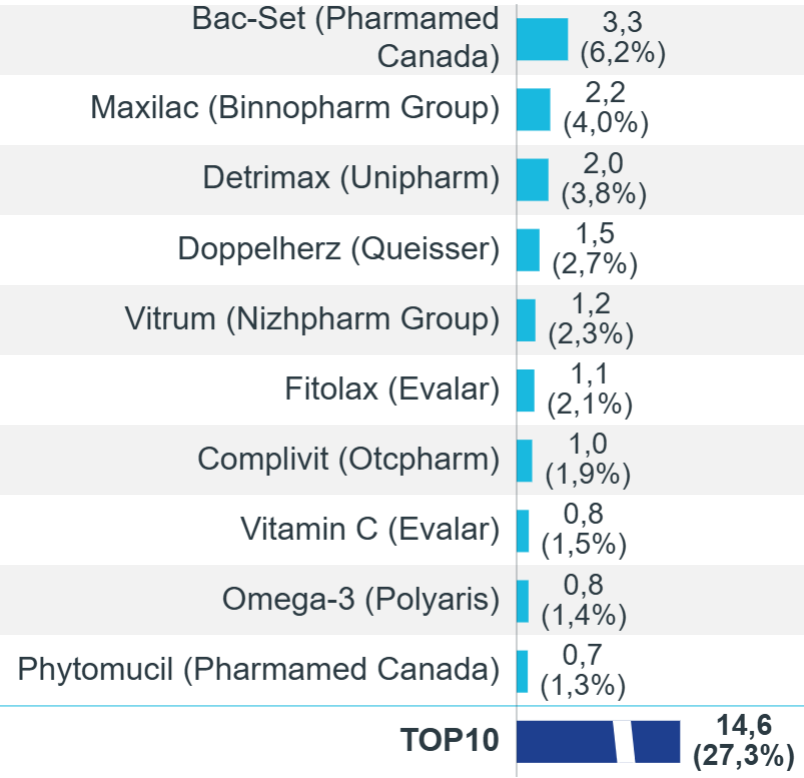
Bln. Trd. RUB



500-1500 RUB

TOP10 brands
Sales, MS MAT'3'26

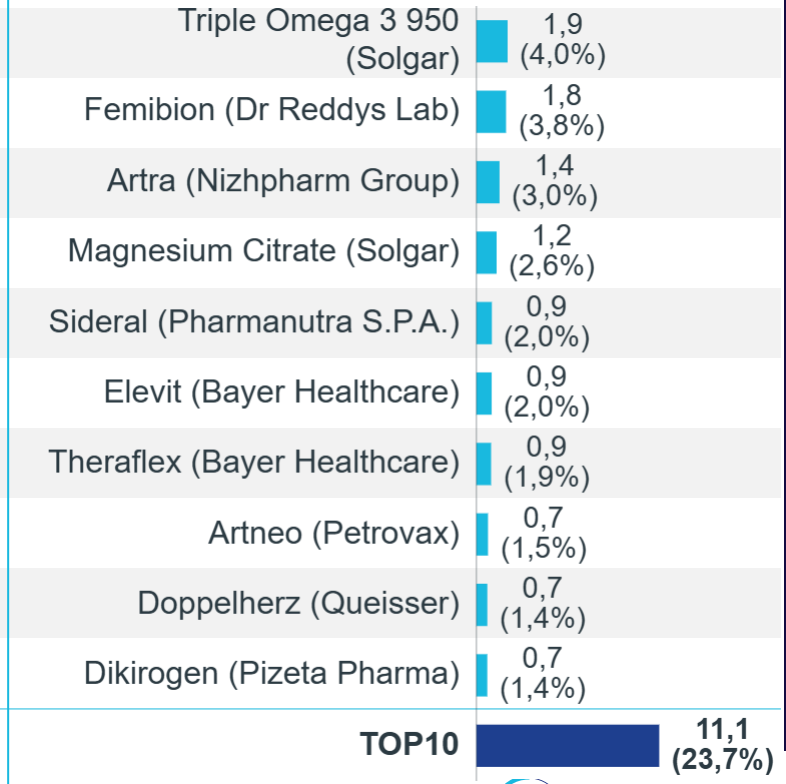
Bln. Trd. RUB



>1500 RUB

TOP10 brands
Sales, MS MAT'3'26

Bln. Trd. RUB



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

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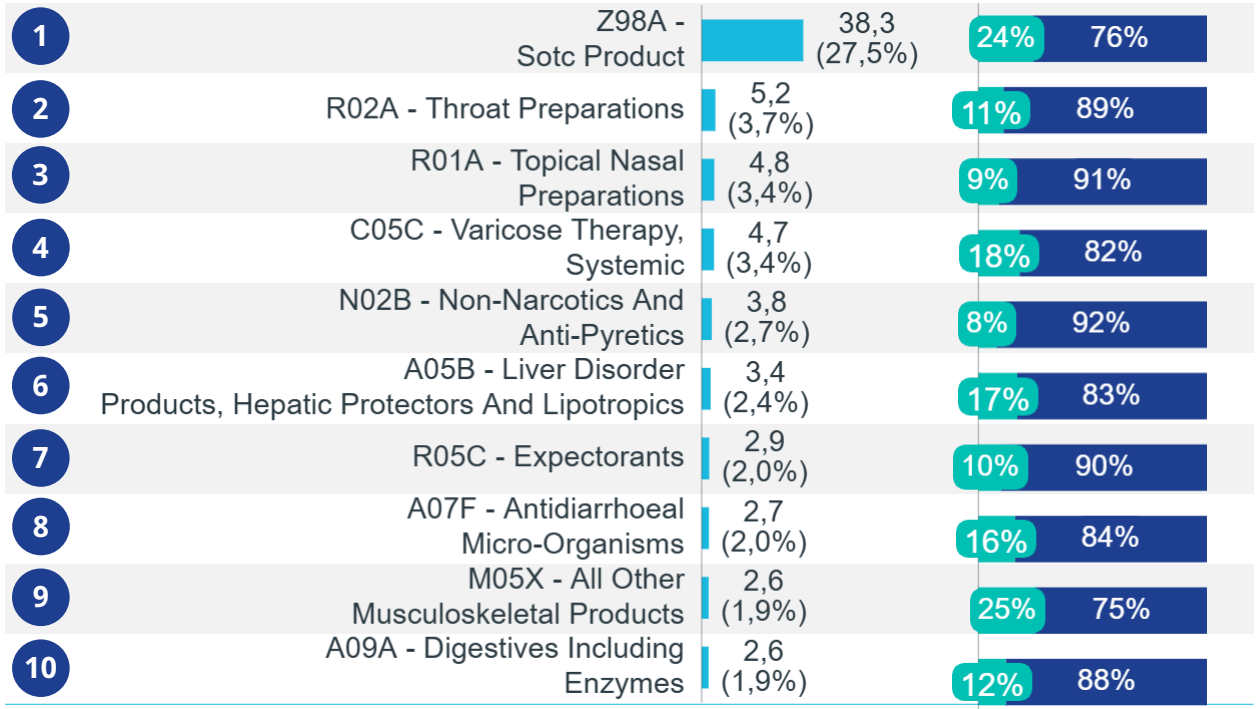
TOP10 categories in E-commerce (OTC/Rx)

OTC segment

TOP10 EphMRA2
Sales, MS% MAT'3'26

Bln. RUR, %

Sales split E-com/offline
%, MAT'3'26



TOP10 MS%: 51%

E-com Offline

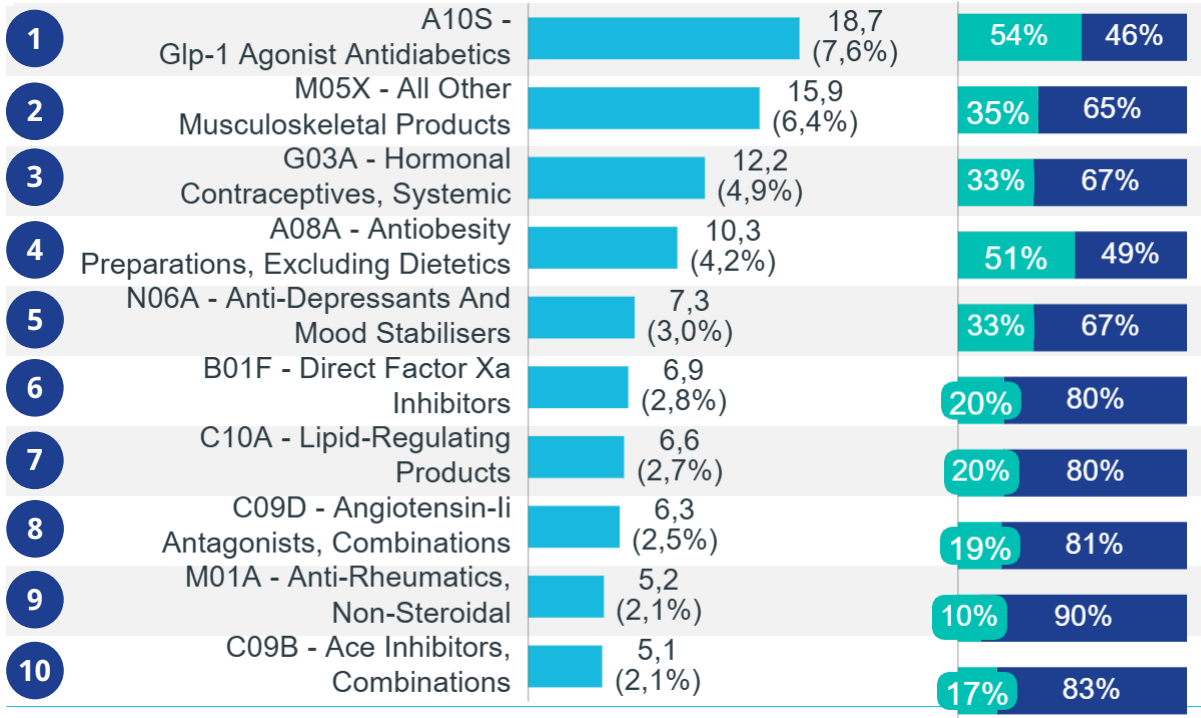
Avg. E-com segment MS%: 14%

Rx segment

TOP10 EphMRA2
Sales, MS% MAT'3'26

Bln. RUR, %

Sales split E-com/offline
%, MAT'3'26



TOP10 MS%: 38%

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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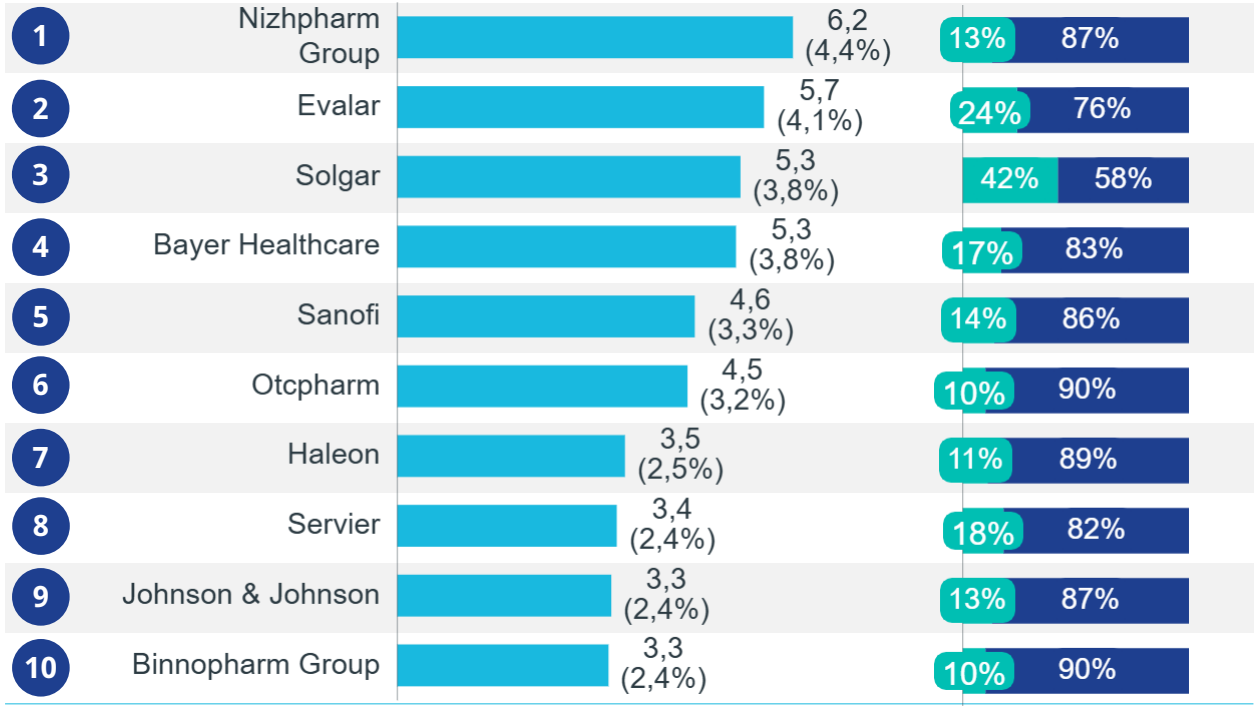
TOP10 companies in E-commerce (OTC/Rx)

OTC segment

TOP10 companies
Sales, MS% MAT'3'26

Bln. RUB, %

Sales split E-com/offline
%, MAT'3'26



TOP10 MS%: 32%

E-com Offline

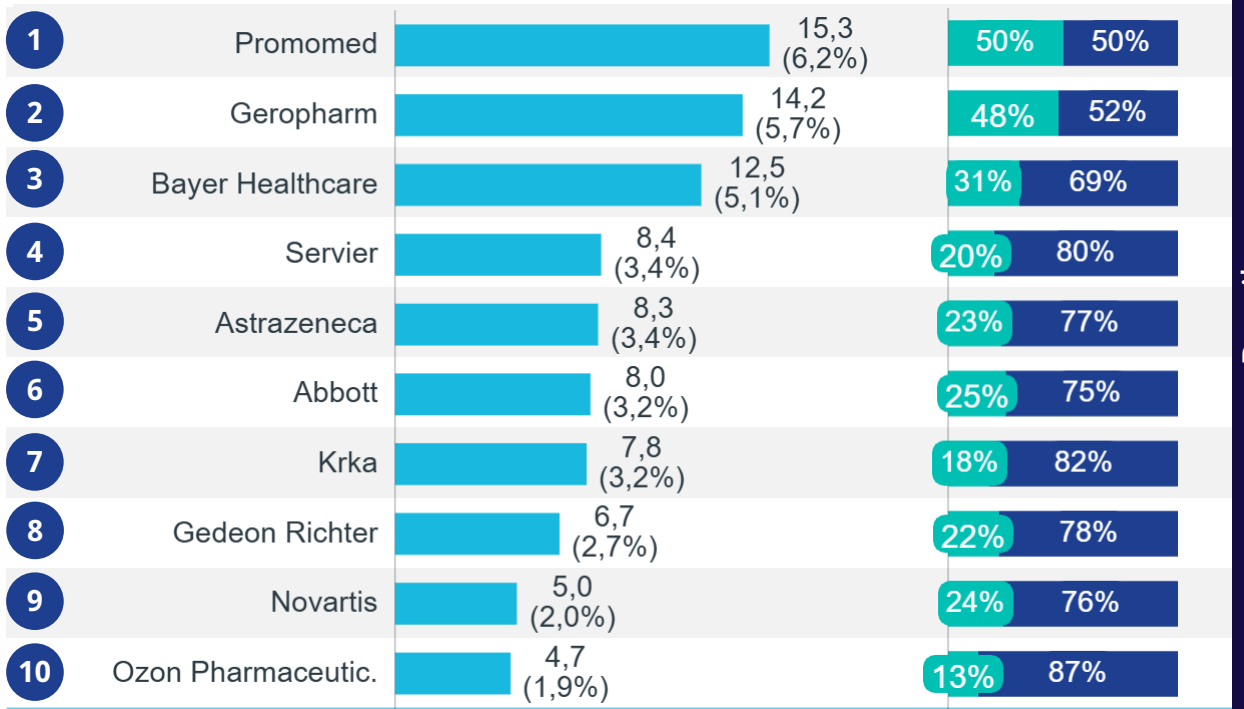
Avg. E-com segment MS%: 14%

Rx segment

TOP10 companies
Sales, MS% MAT'3'26

Bln. RUB, %

Sales split E-com/offline
%, MAT'3'26



TOP10 MS%: 37%

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

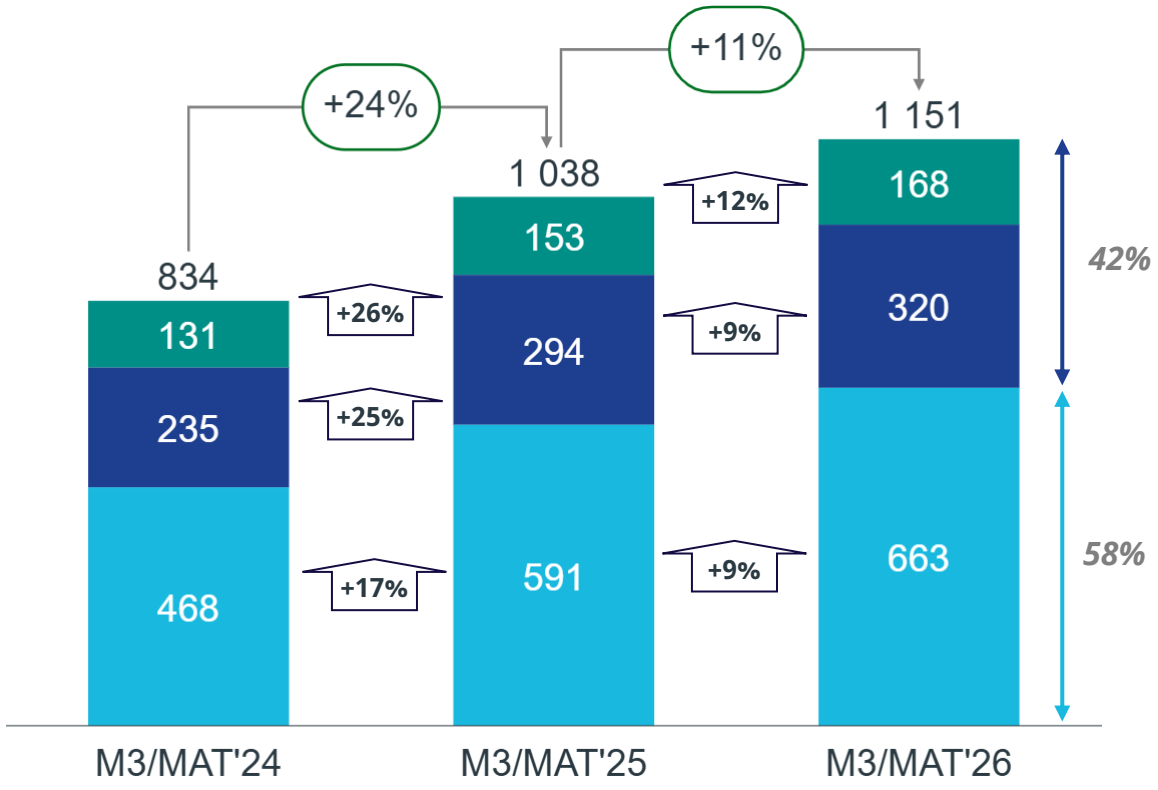


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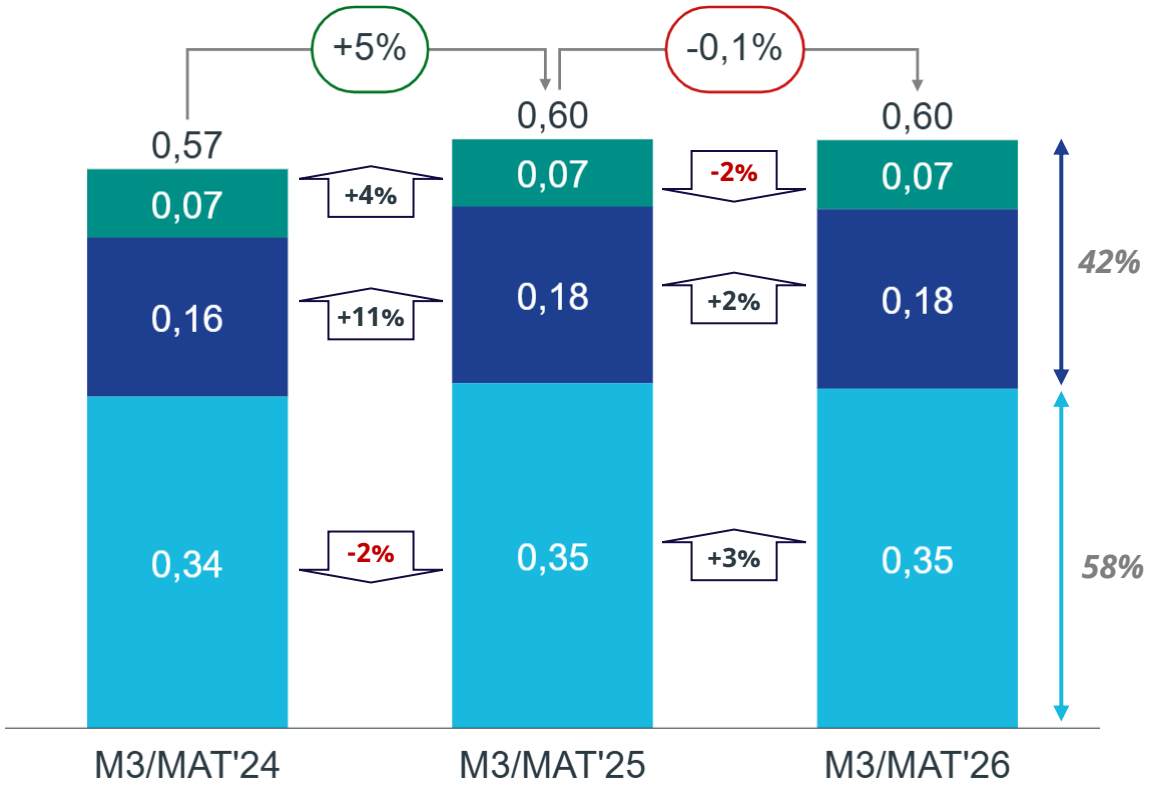
All state-funded segments show a slowdown in value growth rates compared to previous period

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

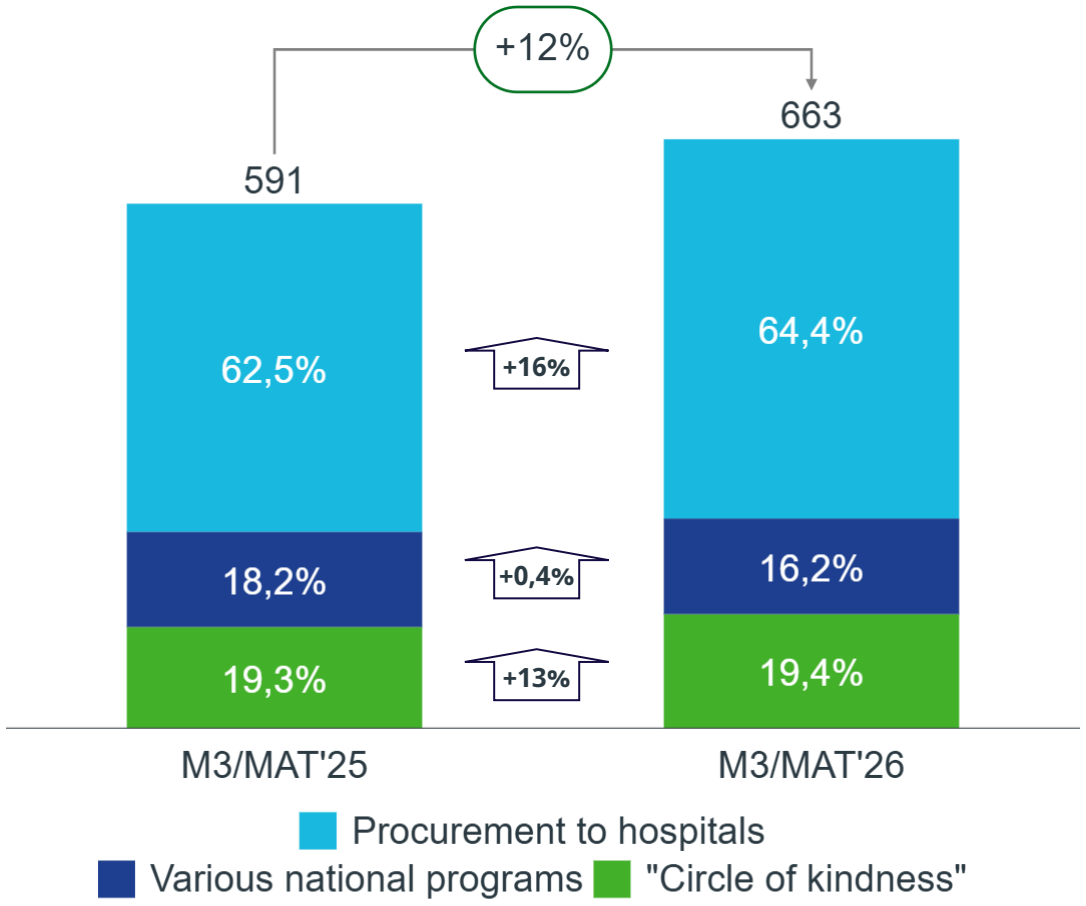
Source: IQDATA database (Public, DLO, RLO); Trade price

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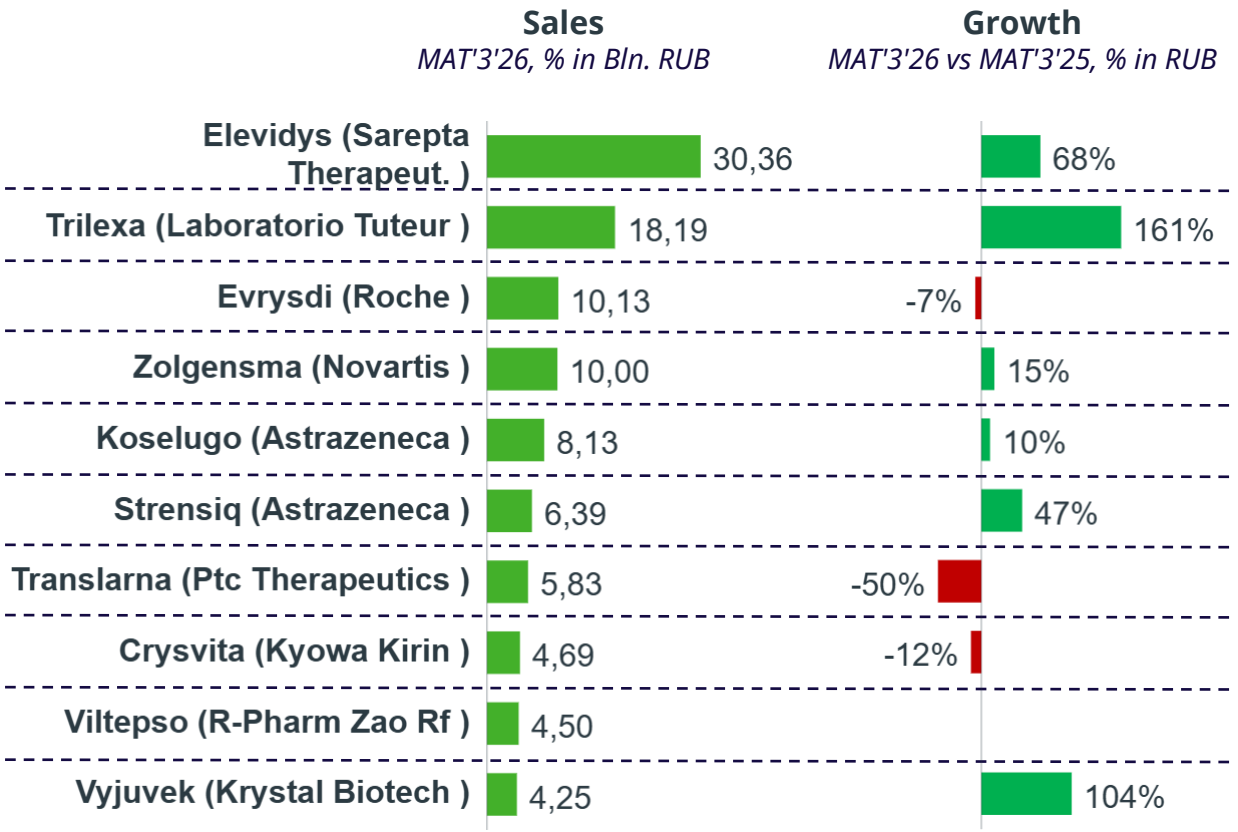
Within the public sales, funding is growing in all the segments

Public (hospital) segment

Public Sales by Market Type
Bln RUB



TOP10 Brands in «Circle of kindness»

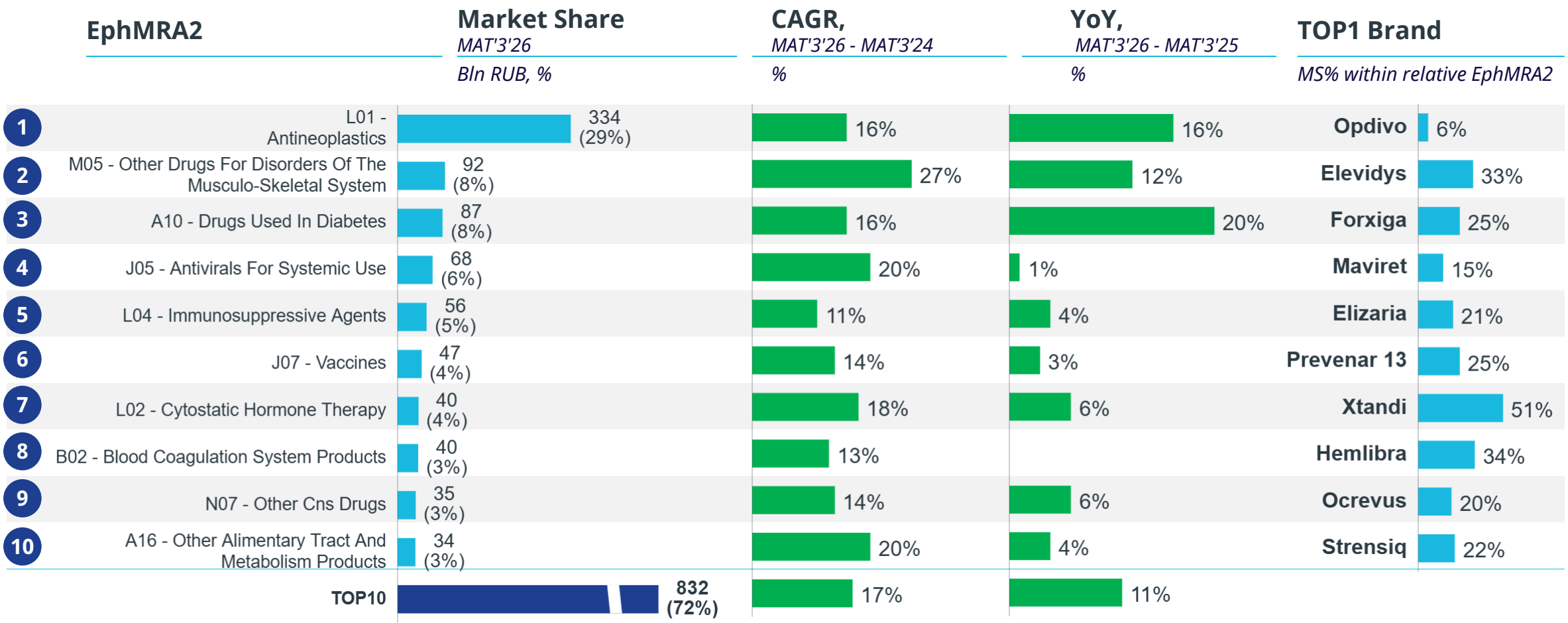


State-funded segment

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

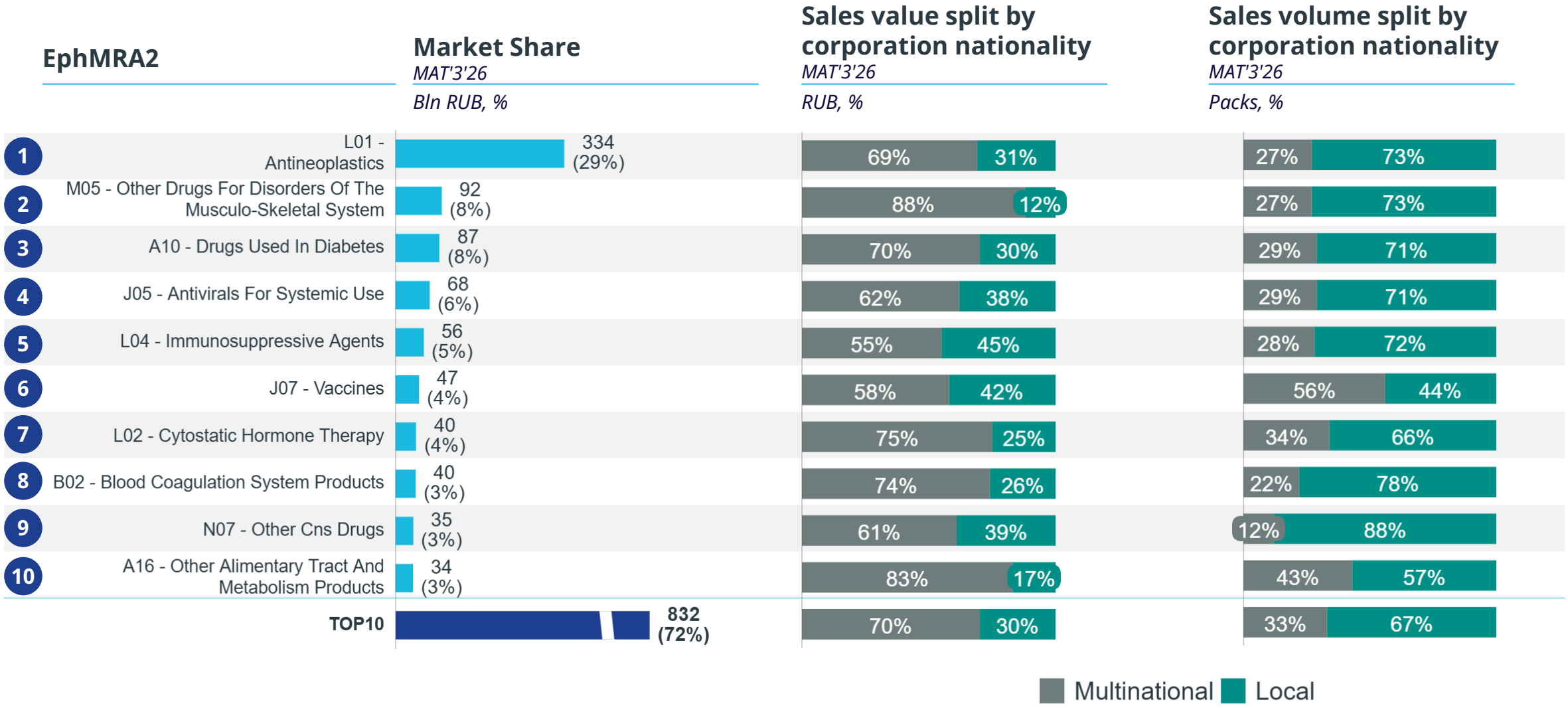


Source: IQDATA database (Public, DLO, RLO); Trade price

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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

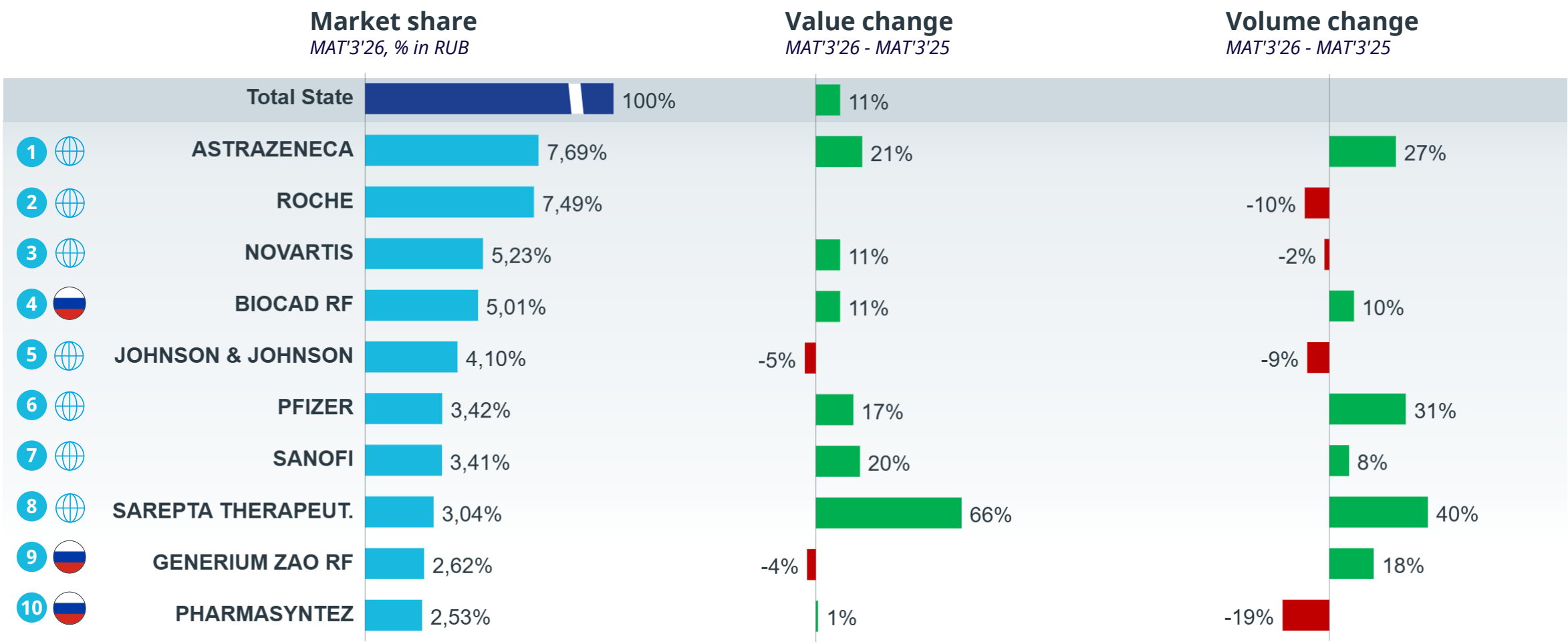


Source: IQDATA database (Public, DLO, RLO); Trade price

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Sarepta Therapeutics shows the largest value growth compared to previous period

TOP10 state-funded segment ranking of companies by sales

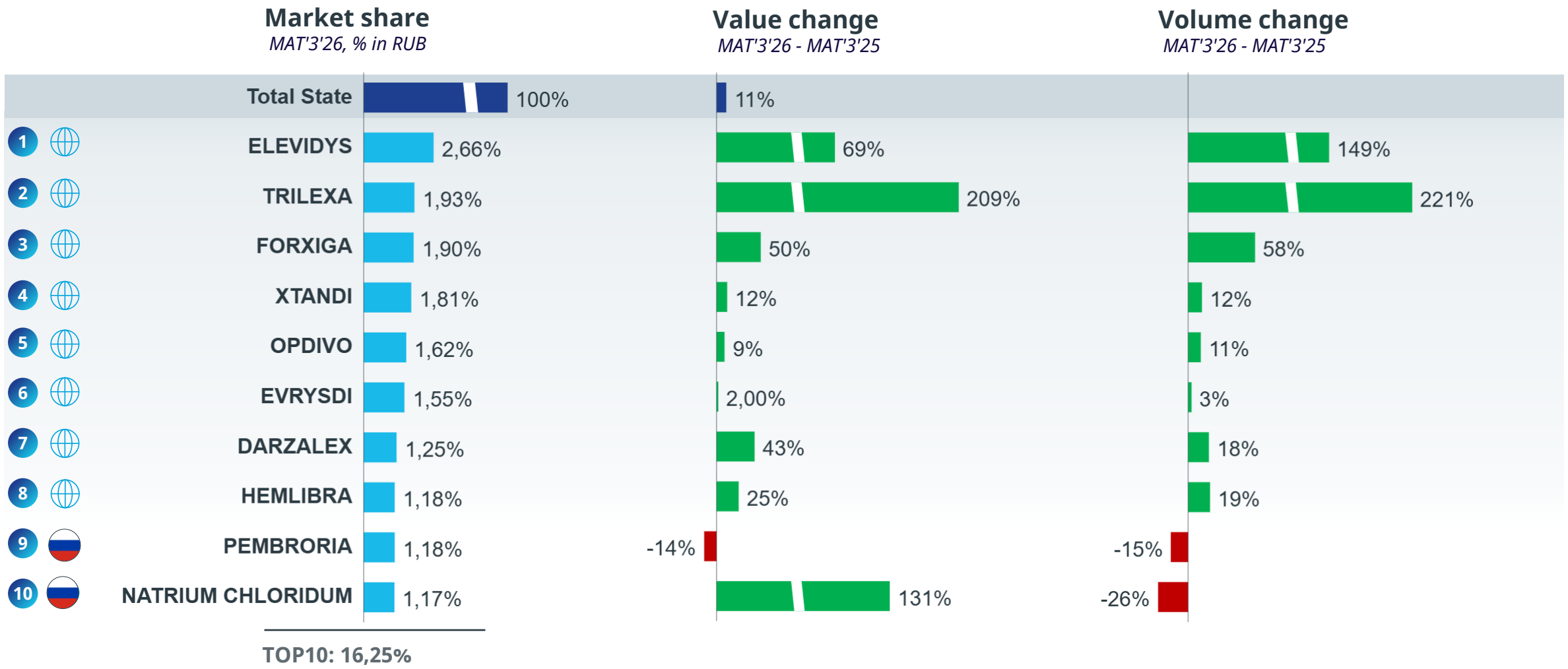


Source: IQDATA database (Public, DLO, RLO); Trade price

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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



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

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Value chain



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TOP10 distributors own 65.2% of total gross sales in pharma market; Pulse is the leader in Q1-Q4 2025

Total market TOP10 distributors performance



#	Distributor	Market share in gross sales*, %		Change in gross sales Q1-Q4 2025 / Q1-Q4 2024, %
		Q1-Q4 2025	Q1-4 2024	
1	Pulse	13,2%	12,8%	15,3%
2	Protek	12,7%	12,3%	14,8%
3	Katren	10,5%	10,7%	9,6%
4	Grand Capital	6,2%	5,9%	16,2%
5	R-Pharm	5,9%	5,3%	25,2%
6	Irwin	4,8%	3,6%	48,4%
7	BSS	3,8%	3,8%	11,9%
8	Pharmkomplekt	3,8%	3,4%	23,2%
9	Vita line	2,9%	2,9%	13,2%
10	Lancet	1,4%	1,8%	-11,8%
Total		**65.2%**	**62.3%**	**16.4%**

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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 40.2% of retail drug sales; Rigla is the leading pharmacy chain with 11.3% market share

TOP10 pharmacy chains in retail segment

#	Category	Pharmacy chains	Market share in retail drug sales, %		Number of pharmacies (Point of Sales) Q1-Q4 2025
			Q1-Q4 2025	Q1-Q4 2024	
1	F	Rigla (Moscow)	11,3%	8,9%	6 906
2	F	Neo-Pharm (Moscow)	5,1%	4,6%	1 932
3	F	Pharmacies 36.6 (Moscow)	4,9%	4,5%	2 753
4	F	Erkhapharm & Melodiya Zdorovya (Moscow)	4,8%	4,9%	2 594
5	F	Farmland (Ufa)	4,2%	3,8%	2 736
6	F	Vita (Samara)	4,0%	3,8%	3 543
7	I	Gubernskie Apteki (Krasnoyarsk)	1,8%	1,7%	367
8	I	Zdorov.ru (Korolev)	1,5%	1,5%	120
9	F	Maksavit (Nizhny Novgorod)	1,5%	1,4%	1 274
10	F	Aloe (St. Petersburg)	1,2%	1,2%	649
		Total	**40,2%**	**36,2%**	

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Source: IQDATA survey. open sources. team analysis

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

ProApteka ranks first among the PA retail drug sales TOP5; ASNA is the leader in the number of pharmacies

TOP5 pharmacy associations in retail segment

#	Category	Pharmacy associations	Market share in retail drug sales, %		Number of pharmacies (Point of Sales) Q1-Q4 2025
			Q1-Q4 2025	Q1-Q4 2024	
1	PA	ProApteka (Moscow)	17,5%	17,4%	14 316
2	PA	MPO (St. Petersburg)	16,6%	16,1%	15 031
3	PA	ASNA (Moscow)	16,6%	17,1%	18 435
4	PA	Pharmacy Union (Moscow)	10,0%	6,8%	6 334
5	PA	FarmHub (Moscow)	7,6%	5,8%	6 720

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Categories: PA – Pharmacy association
* Retail segment – Pharmatrend in Russia

The leading position in the E-com segment is occupied by the Rigla (Moscow) pharmacy chain with 14.8% market share

TOP10 pharmacy chains in E-com segment



#	Category	Pharmacy chains	Market share in E-com sales, % Q1-Q4 2025	Market share in retail sales, % Q1-Q4 2025	Number of pharmacies (Point of Sales) Q1-Q4 2025
1	F	Rigla (Moscow)	14,8%	11,3%	6 906
2	F	Pharmacies 36.6 (Moscow)	7,4%	4,9%	2 753
3	F	Neo-Pharm (Moscow)	7,4%	5,1%	1 932
4	F	Erkhapharm & Melodiya Zdorovya (Moscow)	6,4%	4,8%	2 594
5	F	Farmland (Ufa)	5,5%	4,2%	2 736
6	I	Zdorov.ru (Korolev)	2,7%	1,5%	120
7	F	Maksavit (Nizhny Novgorod)	2,1%	1,5%	1 274
8	F	Aloe (St. Petersburg)	1,5%	1,2%	649
9	I	Vasha No. 1 (Moscow)	0,7%	0,5%	135
10	I	Gubernskie Apteki (Krasnoyarsk)	0,5%	1,8%	367

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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

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-Q4 2025
			Q1-Q4 2025	Q1-Q4 2025	
1	DP	Apteka.ru (Novosibirsk)	28,1%	4,7%	44 088
2	DP	Zdravcity (Moscow)	8,6%	1,5%	35 526
3	DP	Eapteka (Moscow)	7,4%	1,4%	15 533
4	DP	Polza.ru (Khimki)	4,4%	0,7%	38 274

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Categories: DP – Digital pharmacy
* E-com segment – Pharmatrend in Russia: E-commerce
** Retail segment – Pharmatrend in Russia

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