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IQDATA Focus

Analytics. Innovation. Accuracy.

September 2026



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The following definitions are used in the IQDATA report

Disclaimer

TIME PERIOD

Analyzed period of this report:

- October 2025 – September 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

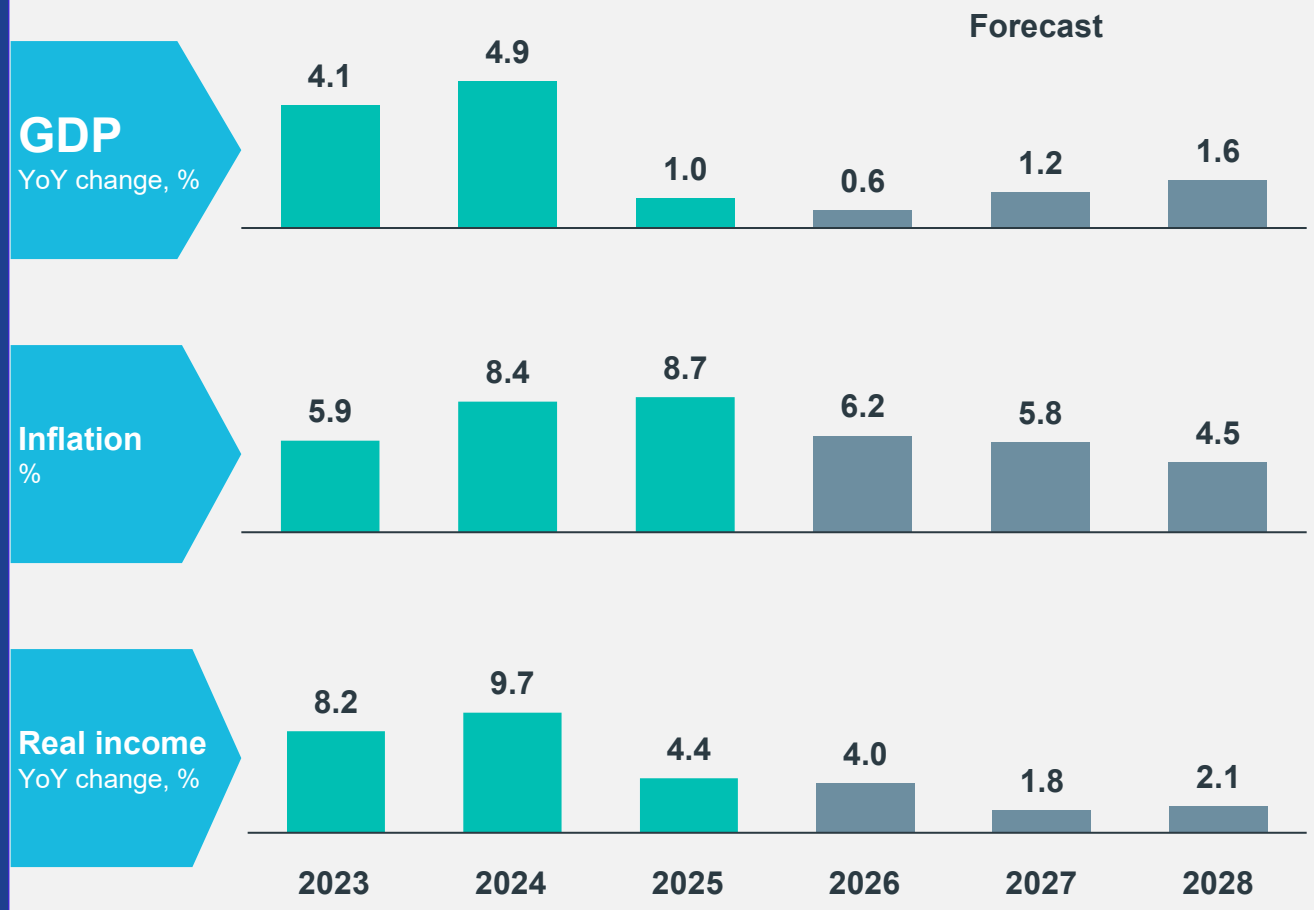


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In 2026-2028 GDP growth is expected at 0.6-1.6%, inflation at 4.5-6.2%, real income at 1.8-4.0%

Key economic indicators

Economic indicators



Comments

There is **high uncertainty** regarding key factors influencing macroeconomic indicators:

- volatility of energy prices, primarily oil price
- sustainability of budget deficits
- inflation rate
- monetary policy
- geopolitical instability
- currency exchange rate

Exchange rate, RUB/USD



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

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Total pharma market

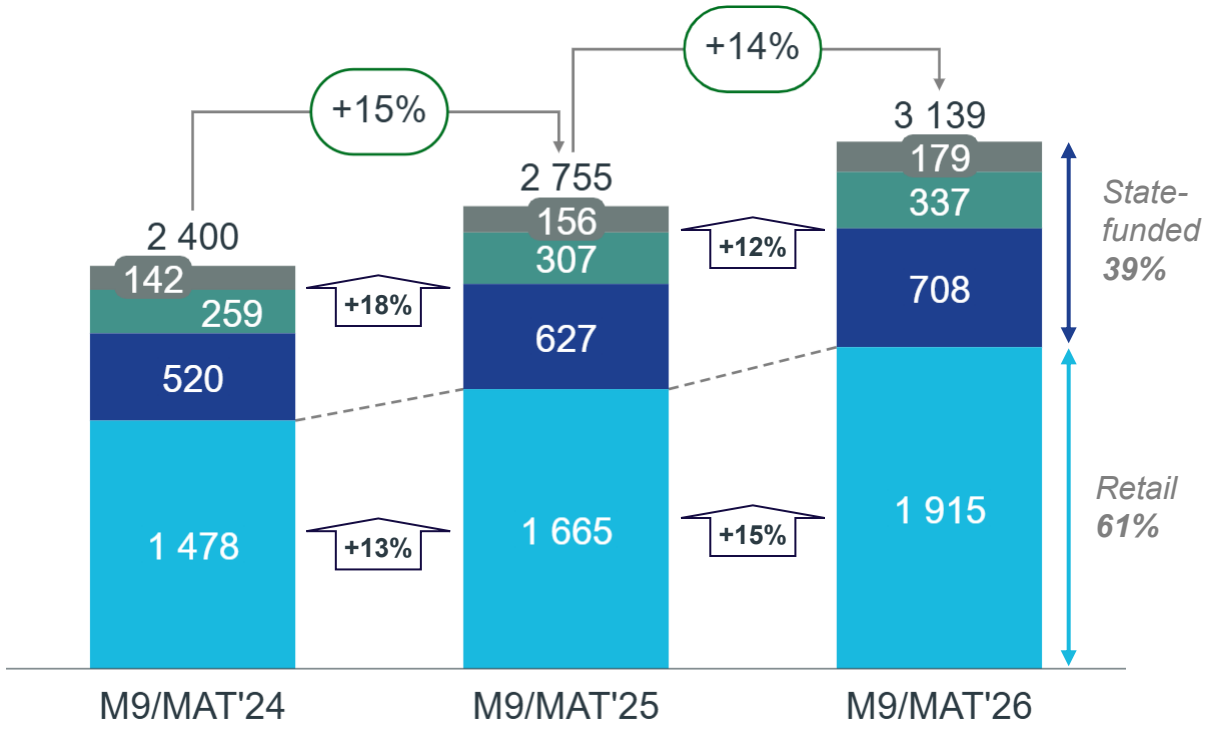


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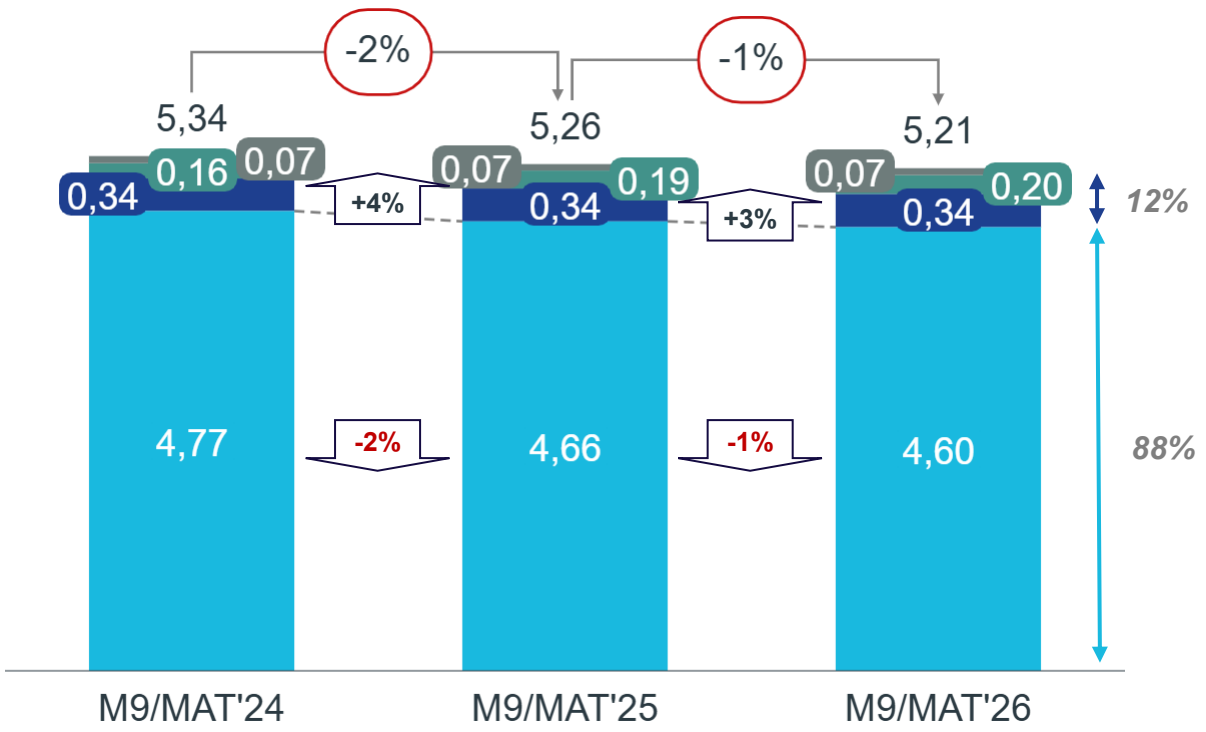
Russian pharmaceutical market demonstrates a slowdown in growth rates

Total pharma market by channels

Total Sales by Value
Bln RUB



Total Sales by Volume
Bln Packs



Retail | Public | Federal Reimbursement | Regional Reimbursement

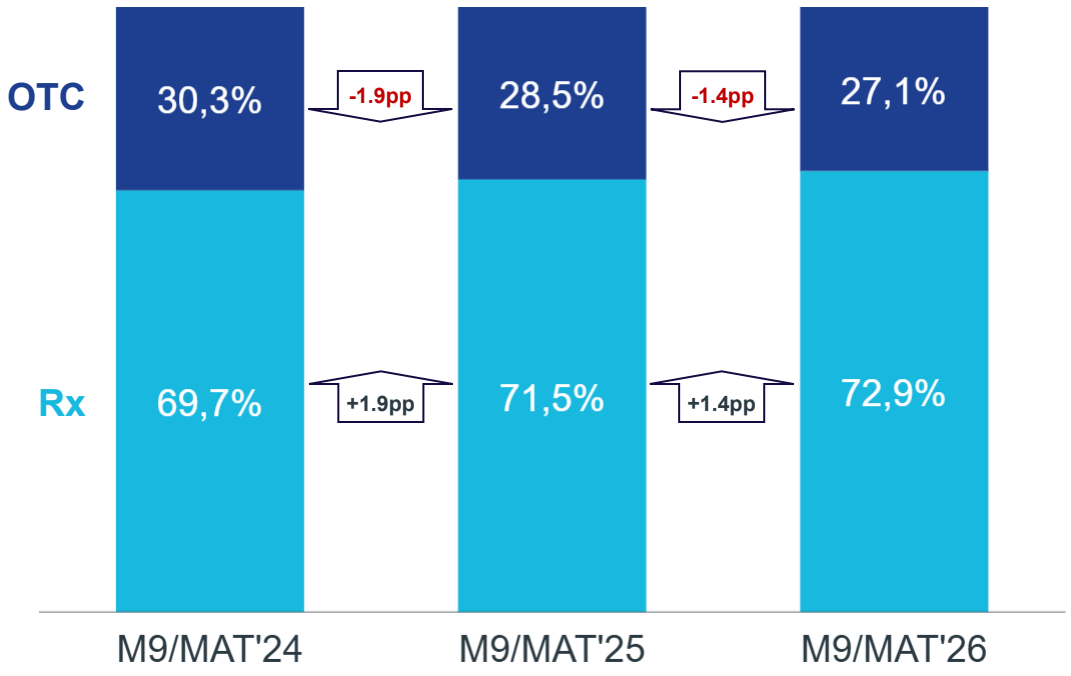
Indicator	RUB	USD	EURO	Packs	SU
Value MAT'9'26, Bln	**3 139,4**	**39,9**	**34,3**	**5,2**	**219,9**
Growth 26/25, %	**14%**	**28%**	**21%**	**-1%**	**1%**

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

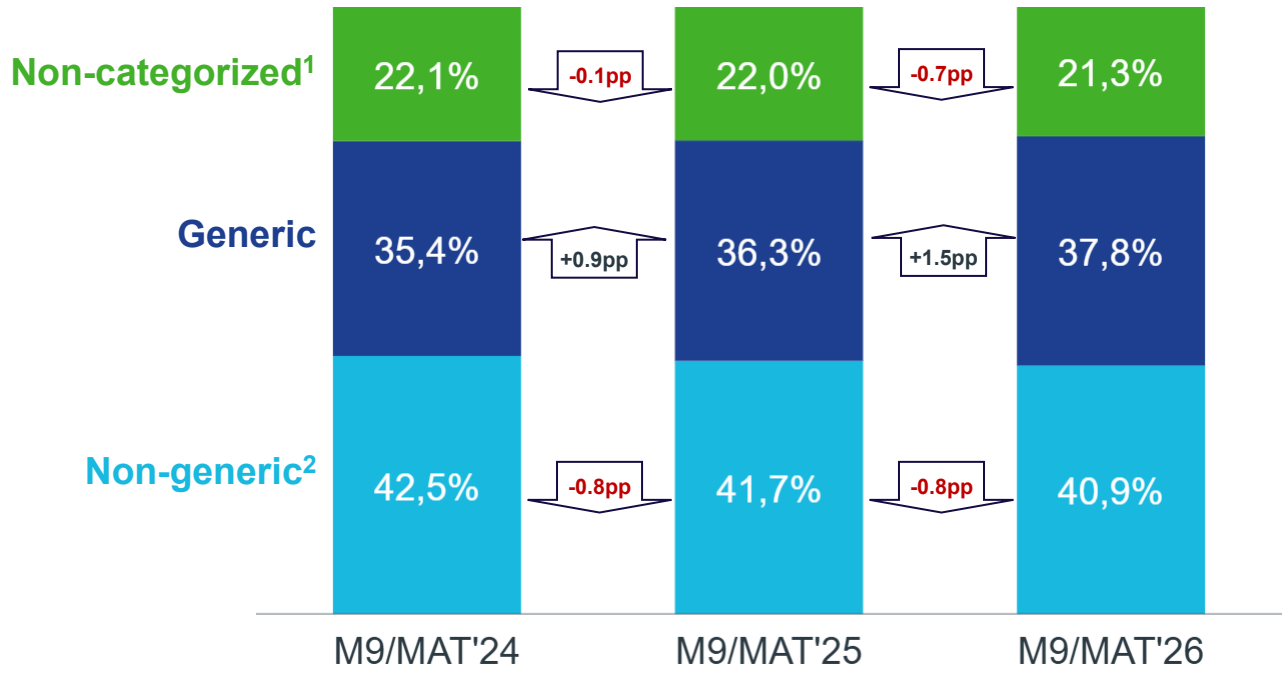
Total pharma market by structure

Prescription status
RUB



	Rx / OTC, %		
Retail	51 / 49	53 / 47	56 / 44
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	59 / 29 / 12	56 / 32 / 12

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

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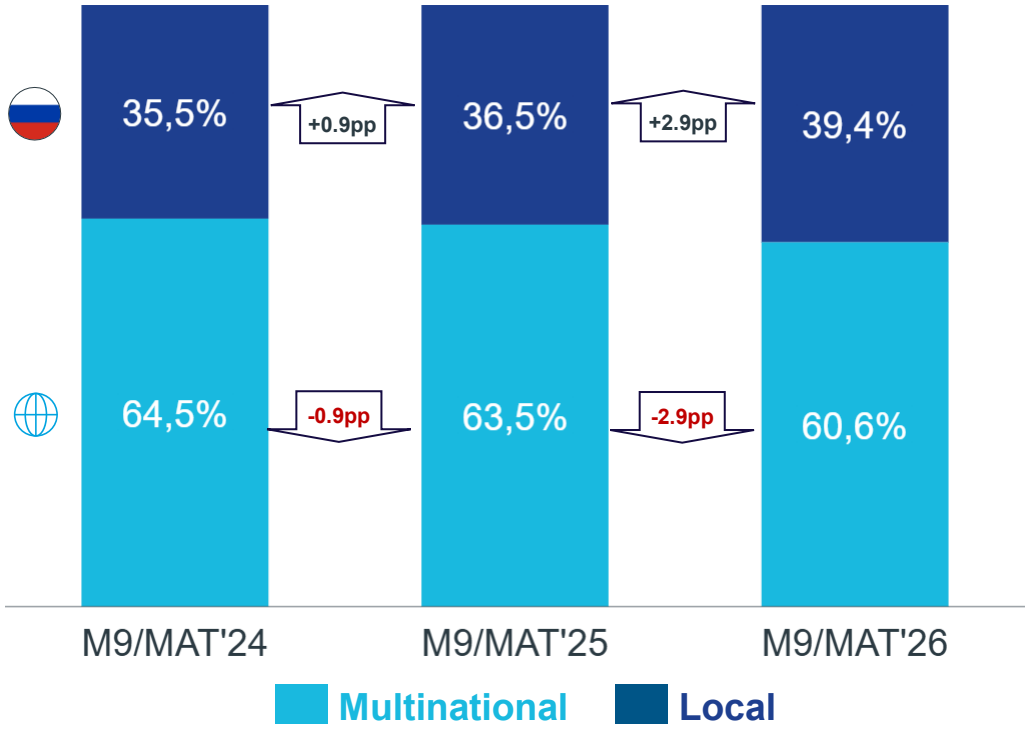
Notes: (1) Vaccines, probiotics, base solutions (e.g. NaCl); (2) Original and first-in-INN products, biosimilars

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

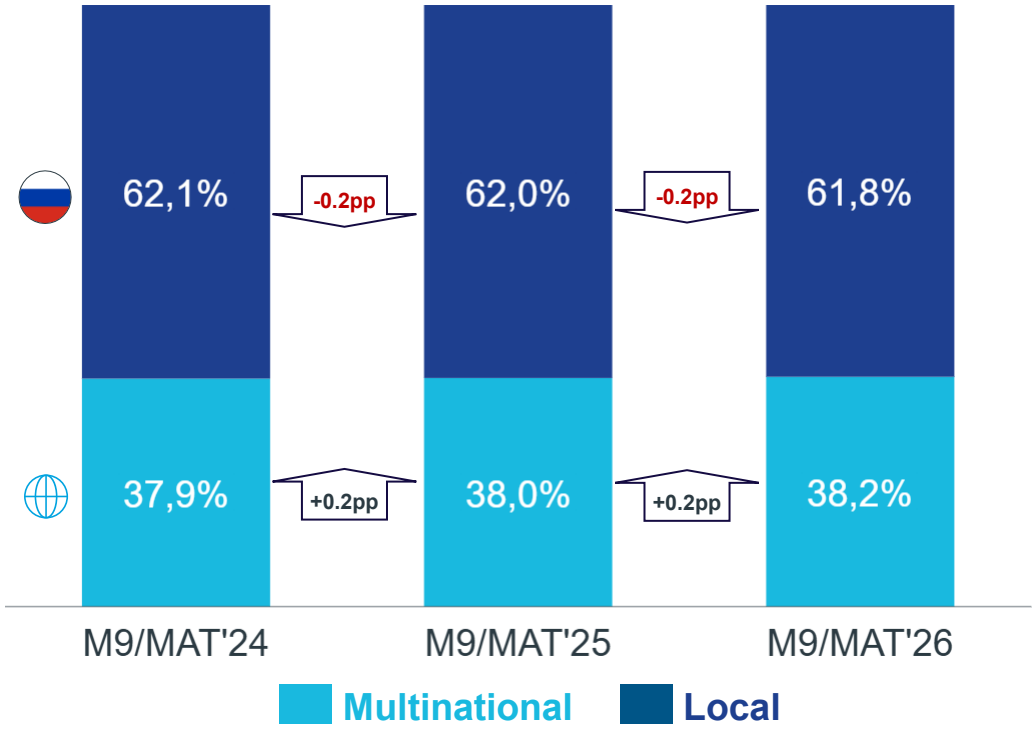
RUB



	Multinational / Local, %		
Retail	62 / 38	61 / 39	59 / 41
State	68 / 32	67 / 33	64 / 36

Total Sales volume

Packs



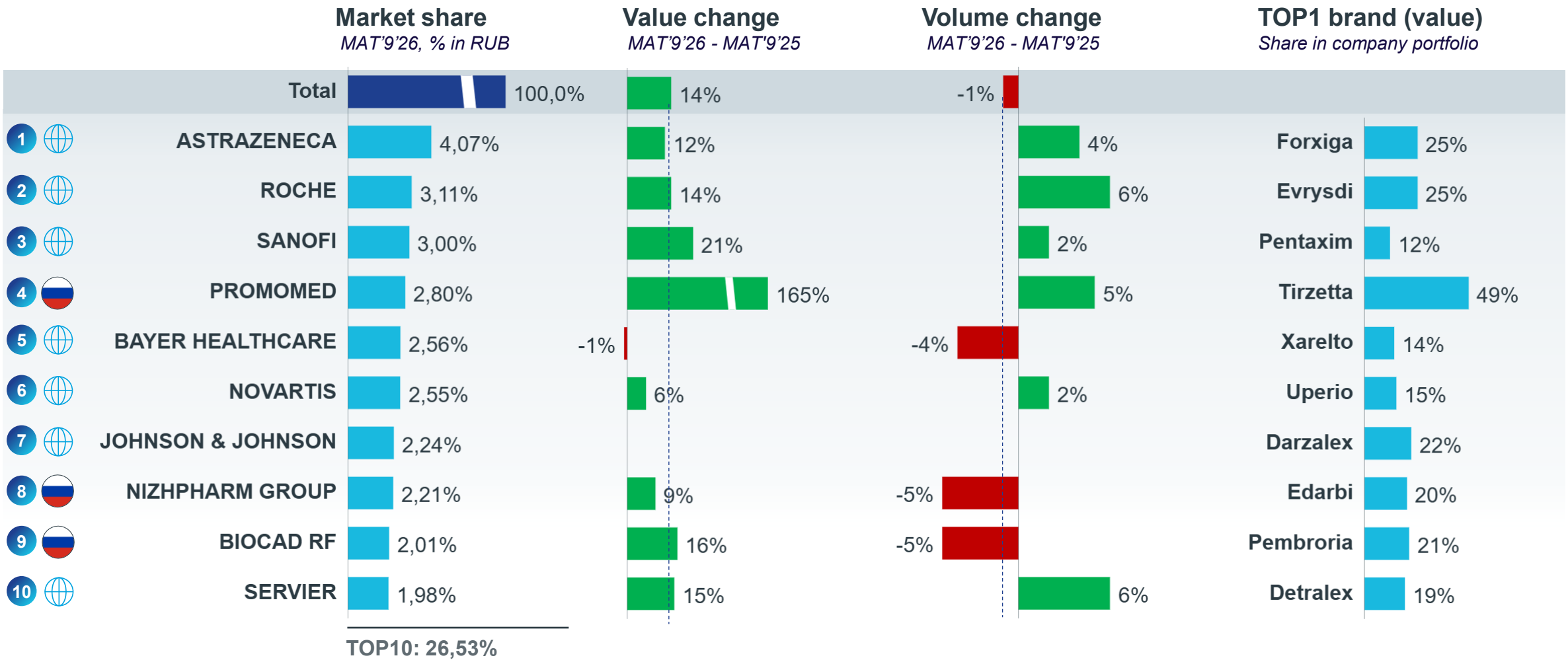
	Multinational / Local, %		
Retail	40 / 60	40 / 60	41/ 59
State	21 / 79	20 / 80	18 / 82

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

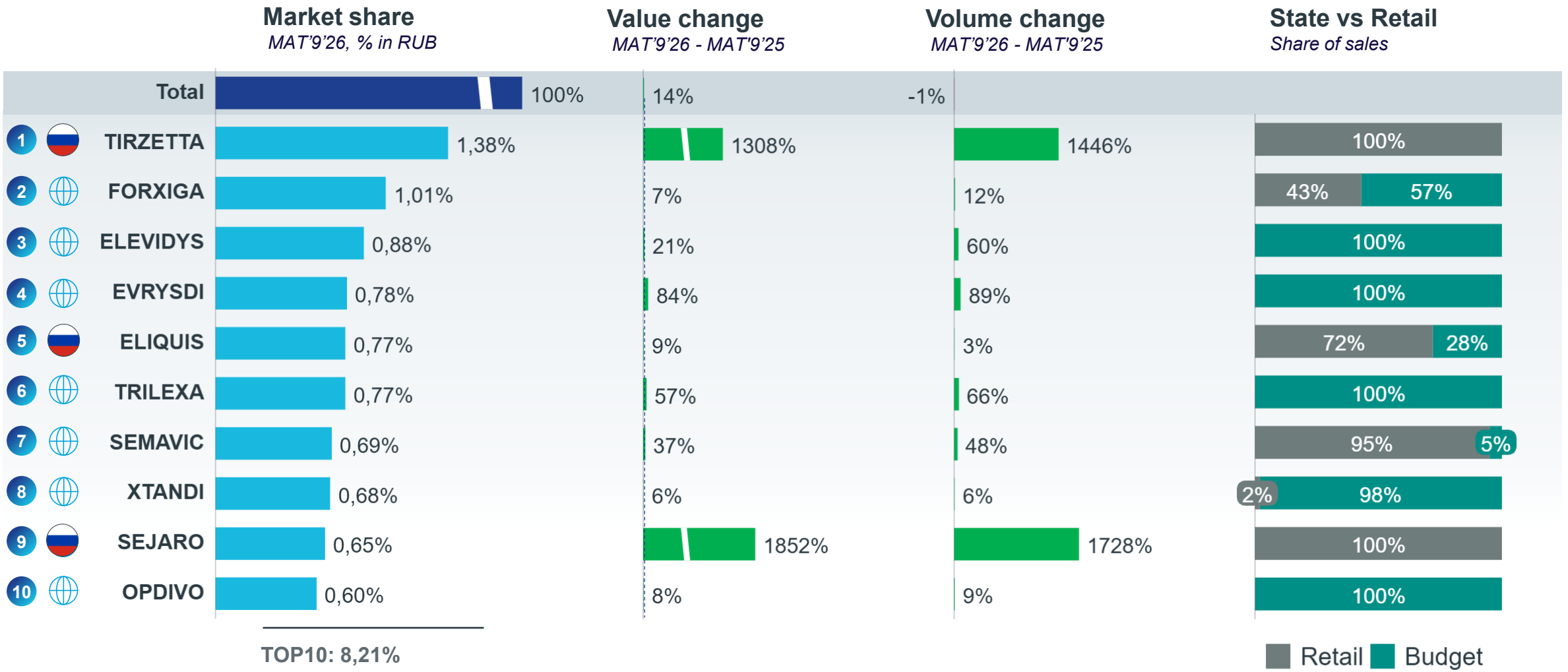


Source: IQDATA database (Retail, Public, DLO, RLO); Trade price

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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

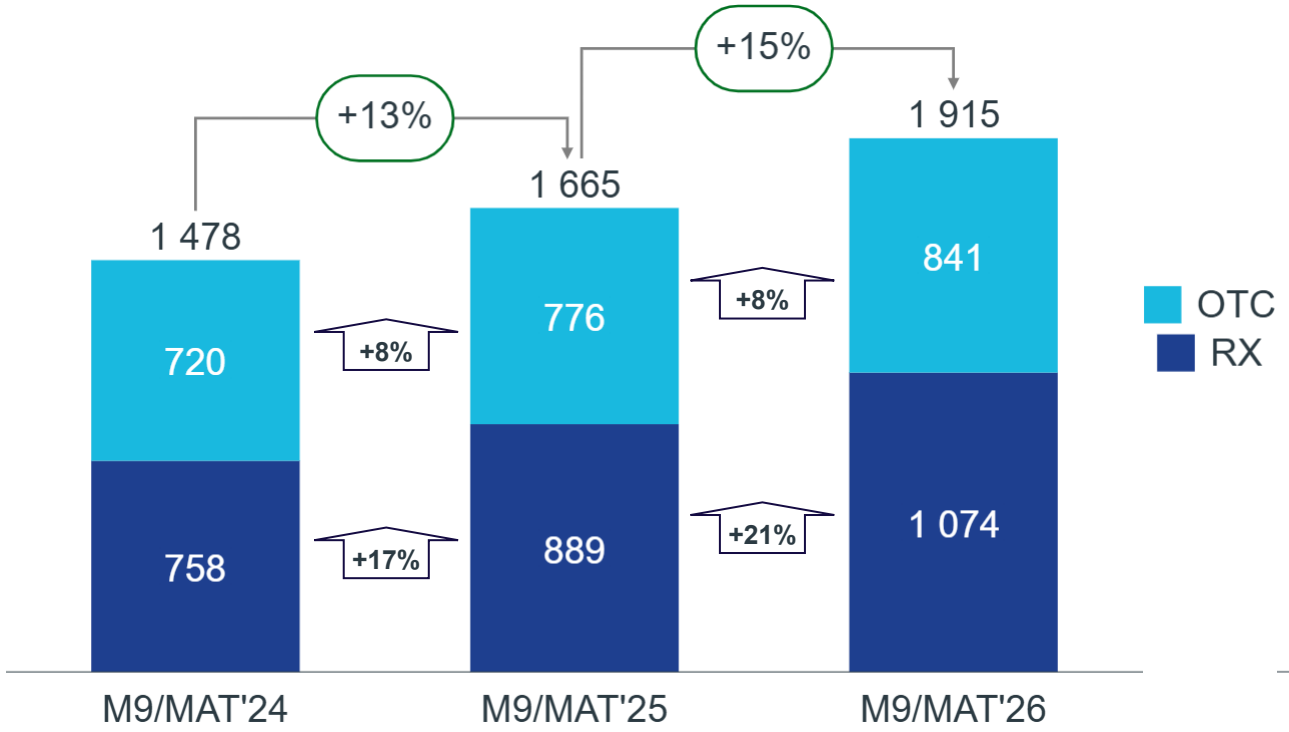


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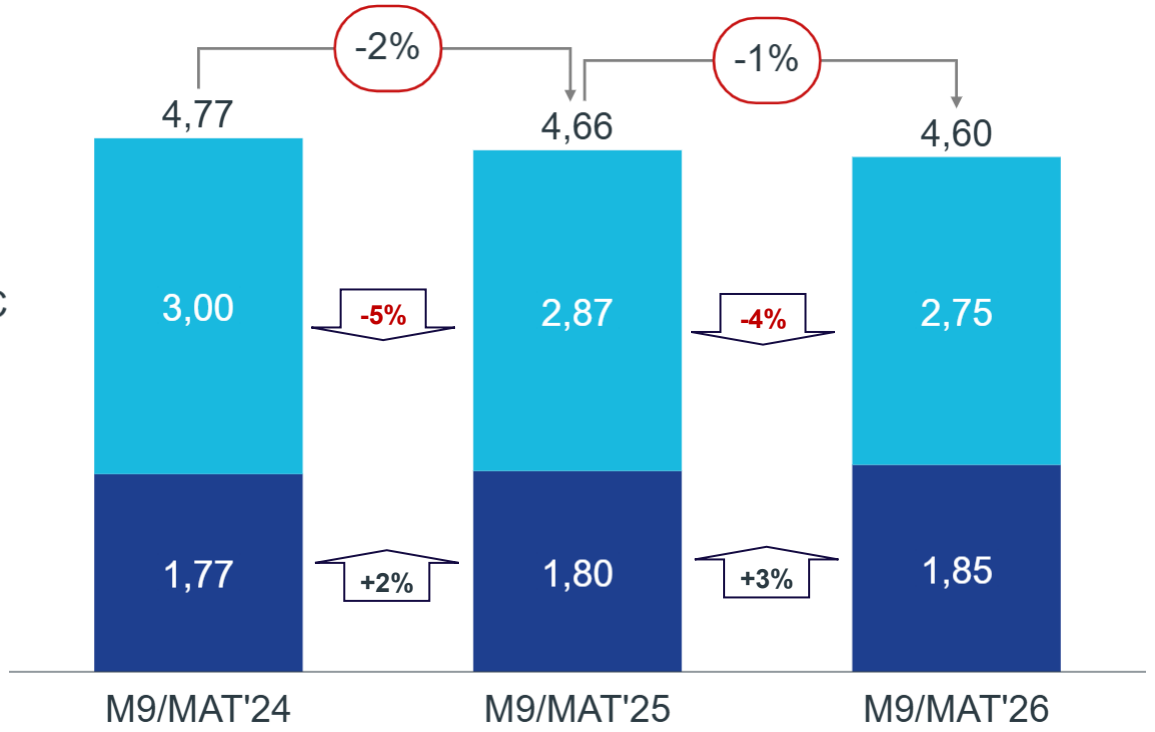
Retail sales of Rx drugs demonstrate value and volume growth

Total Retail segment dynamics by OTC/Rx

Total Retail Sales by Value
Bln RUB



Total Retail Sales by Volume
Bln Packs

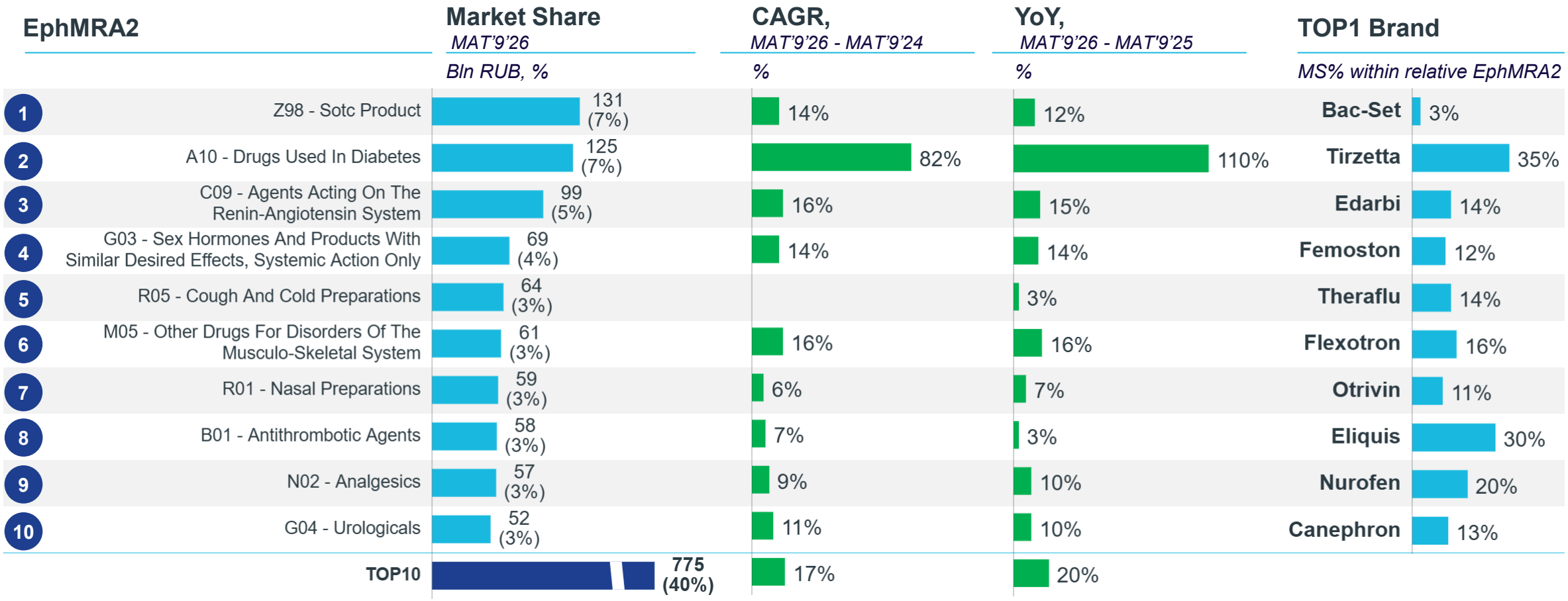


Source: IQDATA database (Retail); Trade price

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The majority of TOP10 categories show positive value dynamics compared to previous period

Retail segment EphMRA2 TOP10 performance

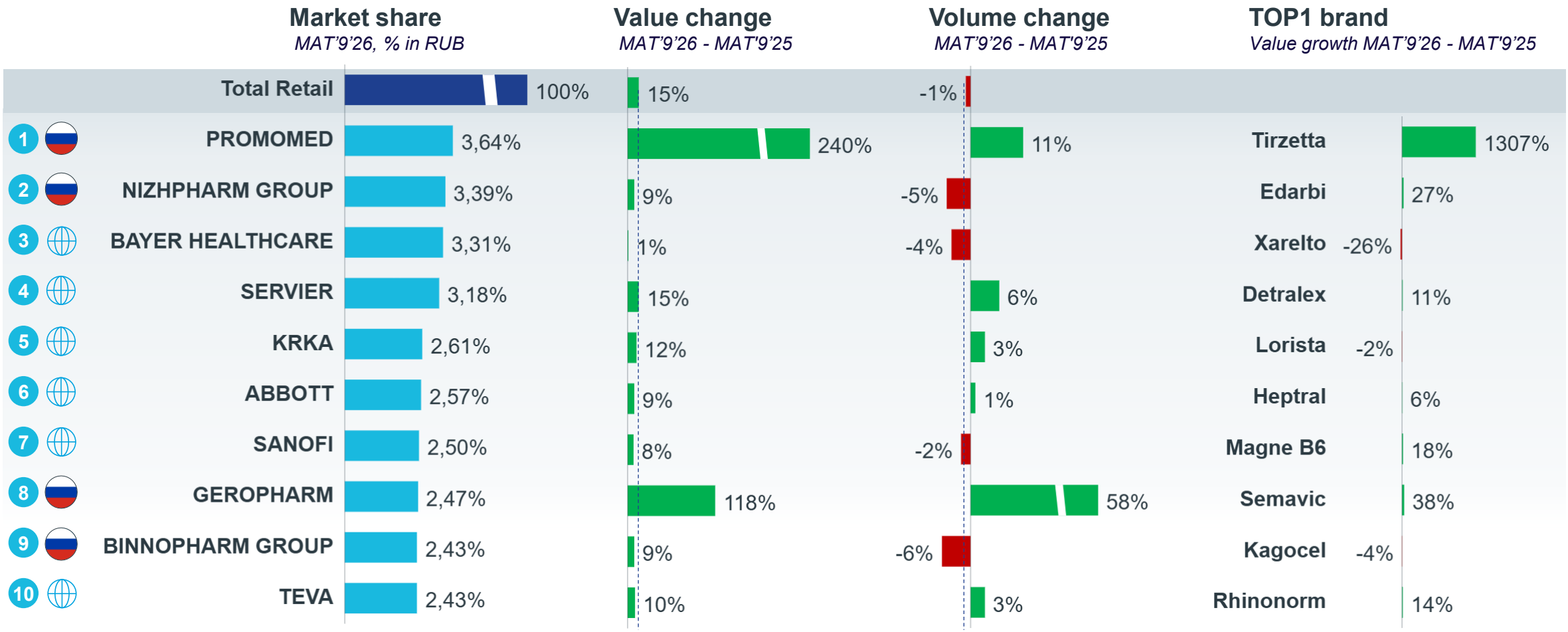


Source: IQDATA database (Retail); Trade price

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

TOP10 retail segment ranking of companies by sales



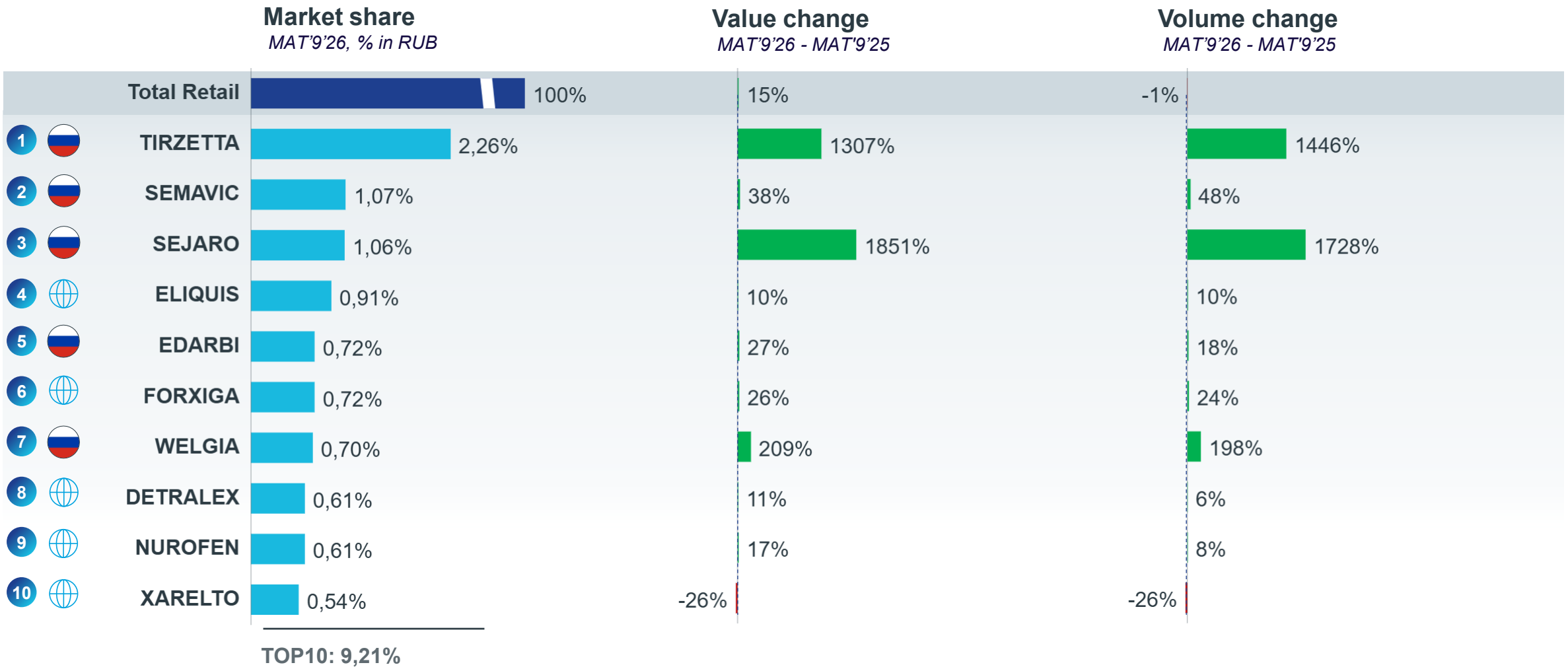
Retail segment

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

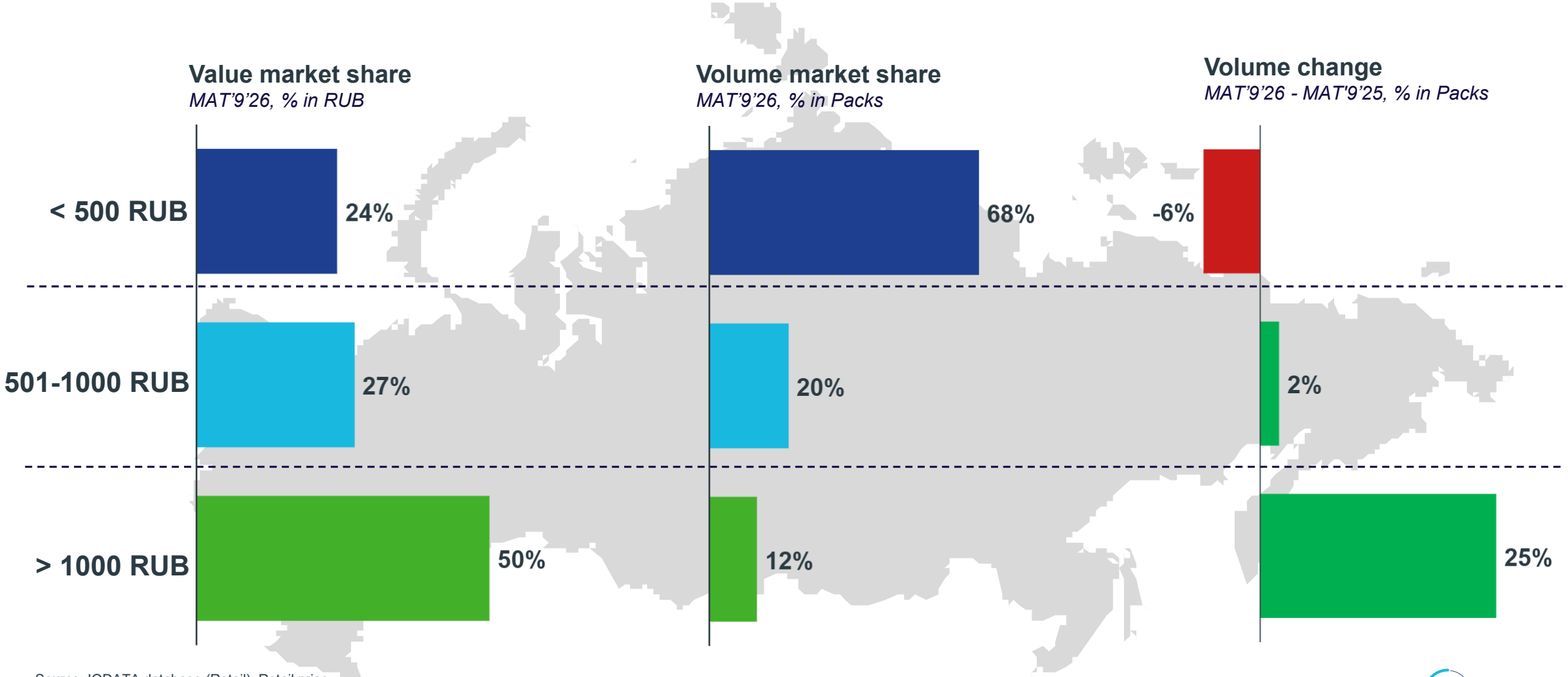


Source: IQDATA database (Retail); Trade price

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Drugs under 500 Rub. per pack drop in volume

Retail sales distribution across pack price ranges



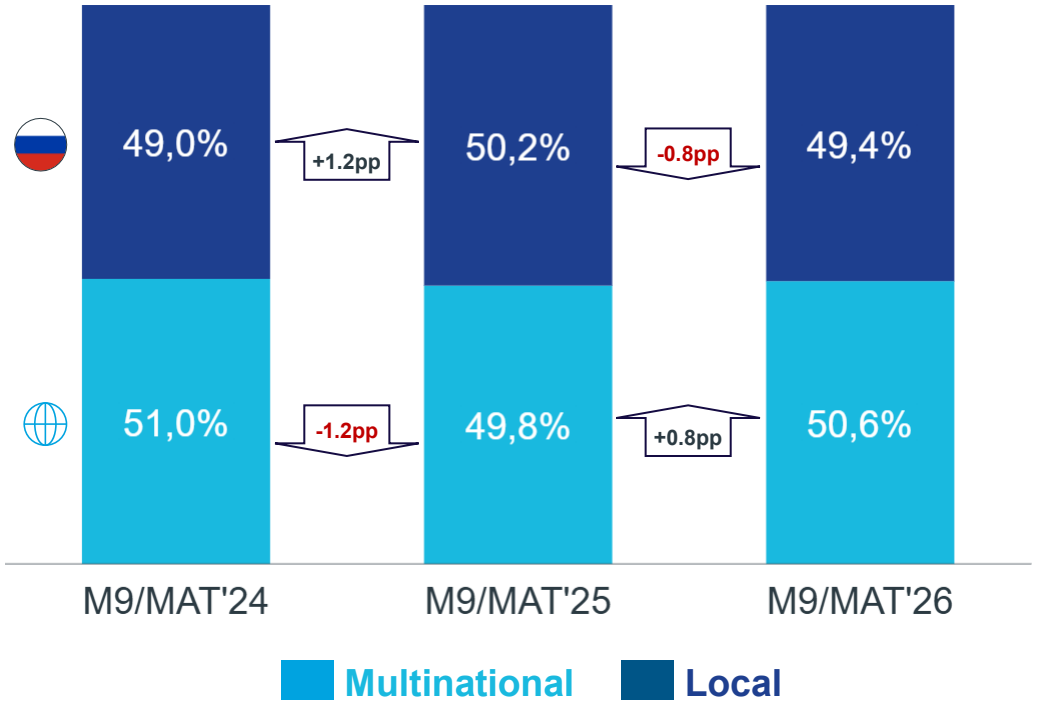
Source: IQDATA database (Retail); Retail price

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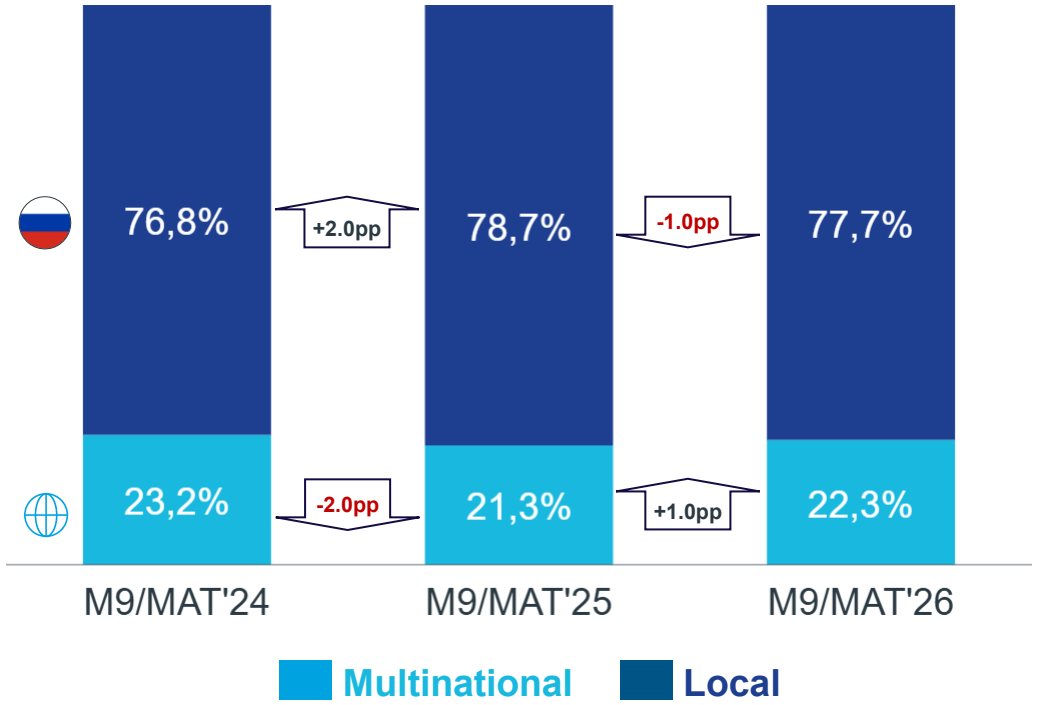
Share of local companies in FS/DS segment has dropped both in value and volume vs previous period

Food/Dietary supplements segment by corporation nationality

Total Sales value
RUB



Total Sales volume
Packs

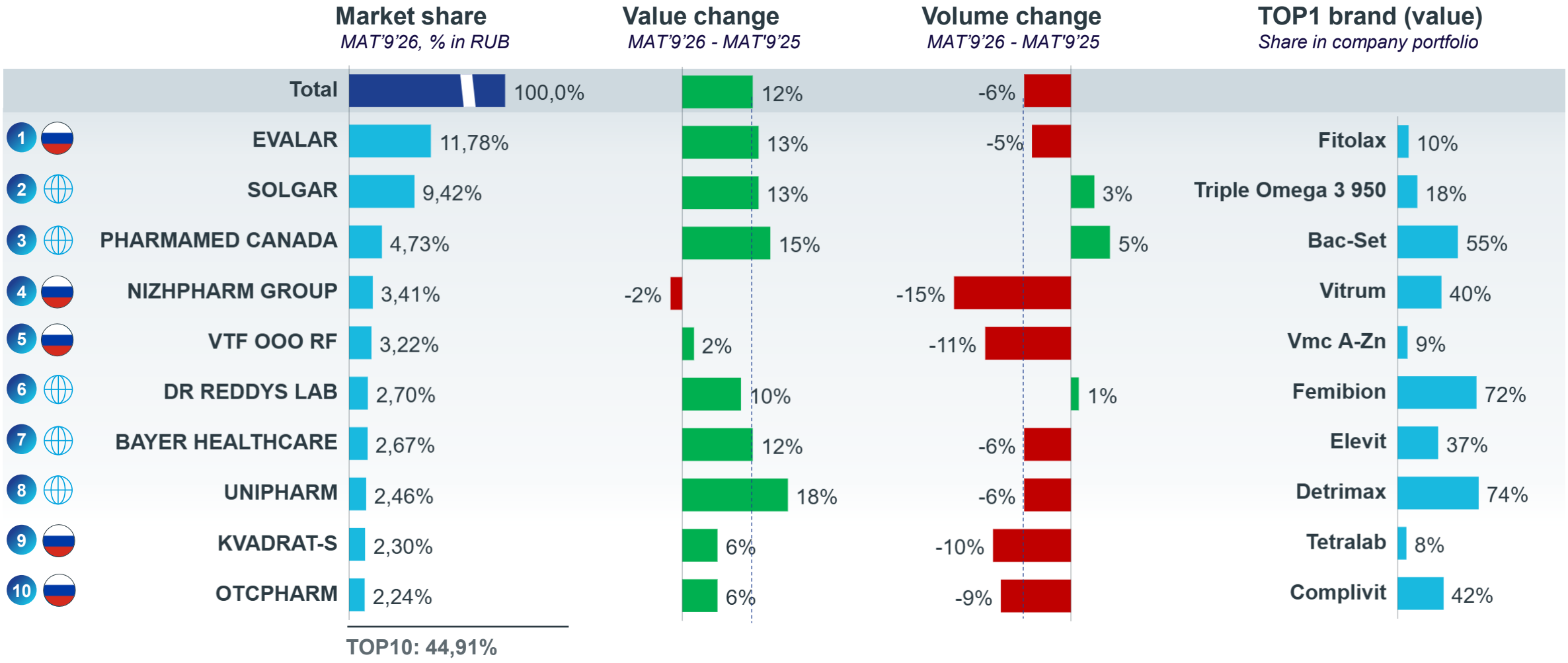


Source: IQDATA database (Retail, Public, DLO, RLO); Trade price

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The majority of the 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

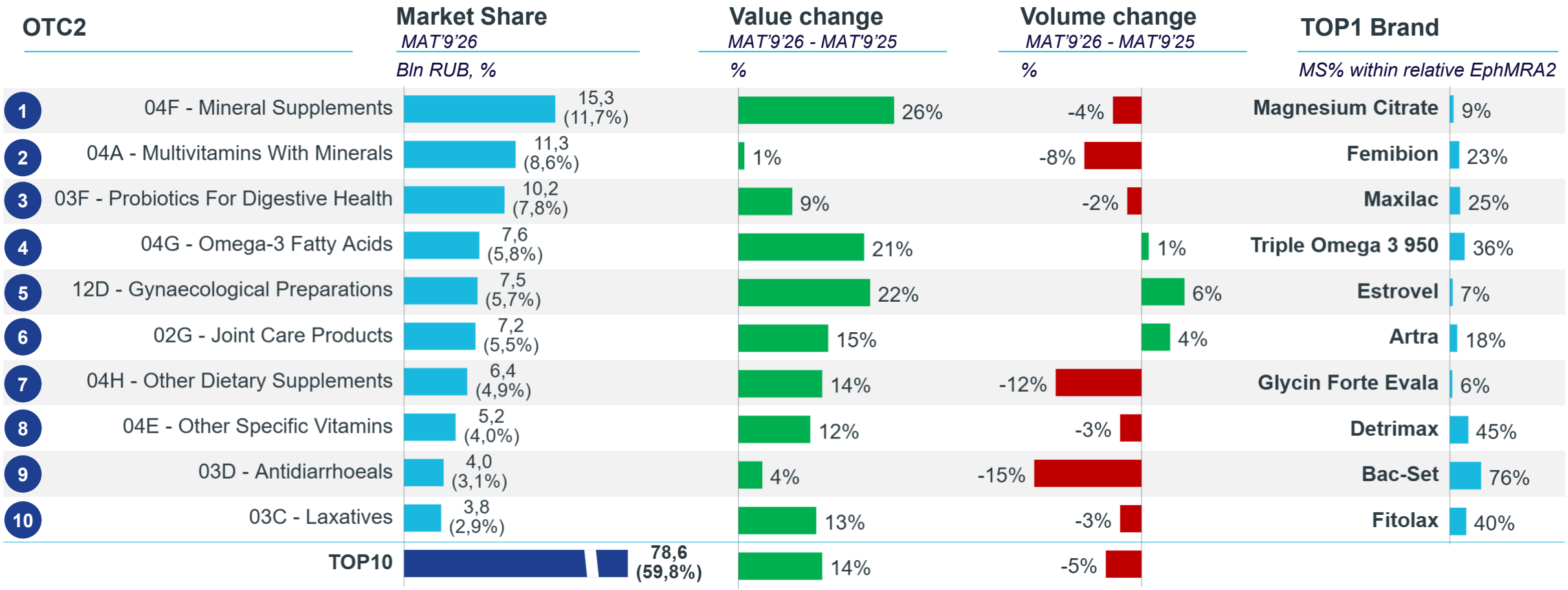


Source: IQDATA database (Retail, Public, DLO, RLO); Trade price

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

Food/Dietary supplements segment OTC2 TOP10 performance

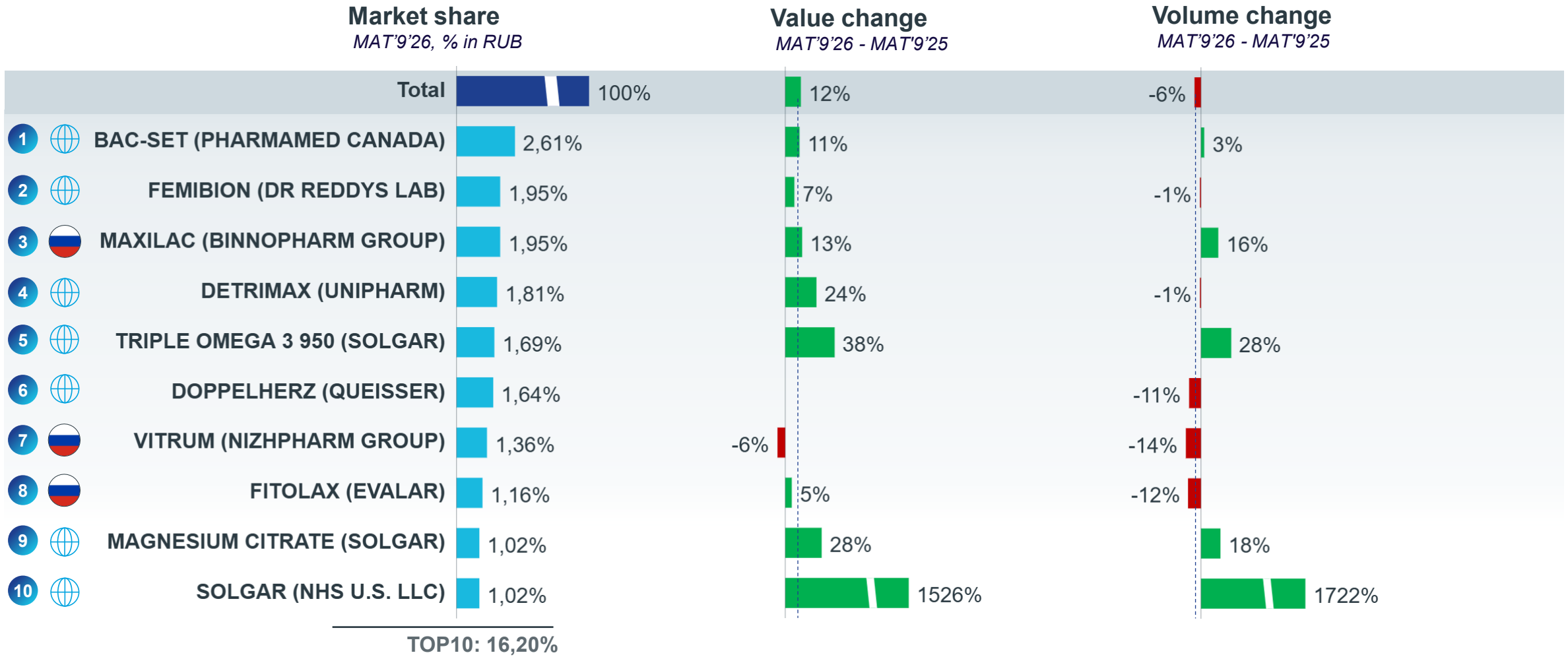


Source: IQDATA database (Retail, Public, DLO, RLO); Trade price

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SOLGAR (NHS U.S. LLC) 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'9'26

Bln. Trd. RUB

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

500-1500 RUB

TOP10 brands
Sales, MS MAT'9'26

Bln. Trd. RUB

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

>1500 RUB

TOP10 brands
Sales, MS MAT'9'26

Bln. Trd. RUB

1	Triple Omega 3 950 (Solgar)	2,2 (4,1%)
2	Femibion (Dr Reddys Lab)	1,8 (3,4%)
3	Magnesium Citrate (Solgar)	1,3 (2,5%)
4	Artra (Nizhpharm Group)	1,3 (2,4%)
5	Solgar (Nhs U.S. Llc)	1,2 (2,2%)
6	Choline Strong (Pharmacor Product.)	1,1 (2,0%)
7	Sideral (Pharmanutra S.P.A.)	1,1 (2,0%)
8	Theraflex (Bayer Healthcare)	1,1 (1,9%)
9	Artneo (Petrovax)	1,0 (1,9%)
10	Magnesium Chelate (Evalar)	1,0 (1,9%)
	TOP10	**13,1 (24,3%)**

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'9'26* *Bln. RUB, %*		Sales split E-com/offline *%, MAT'9'26*	
1	Z98A - Sotc Product	41,5 (27,4%)	24%	76%
2	R02A - Throat Preparations	5,6 (3,7%)	11%	89%
3	C05C - Varicose Therapy, Systemic	5,1 (3,4%)	18%	82%
4	R01A - Topical Nasal Preparations	5,1 (3,4%)	9%	91%
5	A05B - Liver Disorder Products, Hepatic Protectors And Lipotropics	4,4 (2,9%)	17%	83%
6	N02B - Non-Narcotics And Anti-Pyretics	4,1 (2,7%)	8%	92%
7	A07F - Antidiarrhoeal Micro-Organisms	3,1 (2,1%)	17%	83%
8	R05C - Expectorants	3,0 (2,0%)	10%	90%
9	M05X - All Other Musculoskeletal Products	2,9 (1,9%)	24%	76%
10	M02A - Topical Anti-Rheumatics And Analgesics	2,8 (1,9%)	9%	91%

TOP10 MS%: 51% E-com Offline

Avg. E-com segment MS%: 15%

Rx segment

	TOP10 EphMRA2 *Sales, MS% MAT'9'26* *Bln. RUB, %*		Sales split E-com/offline *%, MAT'9'26*	
1	A10S - Glp-1 Agonist Antidiabetics	38,8 (13,4%)	55%	45%
2	M05X - All Other Musculoskeletal Products	17,0 (5,9%)	33%	67%
3	A08A - Antiobesity Preparations, Excluding Dietetics	13,9 (4,8%)	50%	50%
4	G03A - Hormonal Contraceptives, Systemic	12,6 (4,4%)	32%	68%
5	N06A - Anti-Depressants And Mood Stabilisers	8,6 (3,0%)	33%	67%
6	C10A - Lipid-Regulating Products	7,7 (2,7%)	21%	79%
7	B01F - Direct Factor Xa Inhibitors	7,2 (2,5%)	20%	80%
8	C09D - Angiotensin-Ii Antagonists, Combinations	7,1 (2,4%)	19%	81%
9	D10B - Oral Anti-Acne Preparations	5,7 (2,0%)	44%	56%
10	C09B - Ace Inhibitors, Combinations	5,6 (1,9%)	17%	83%

TOP10 MS%: 43% E-com Offline

Avg. E-com segment MS%: 32%

Retail segment

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

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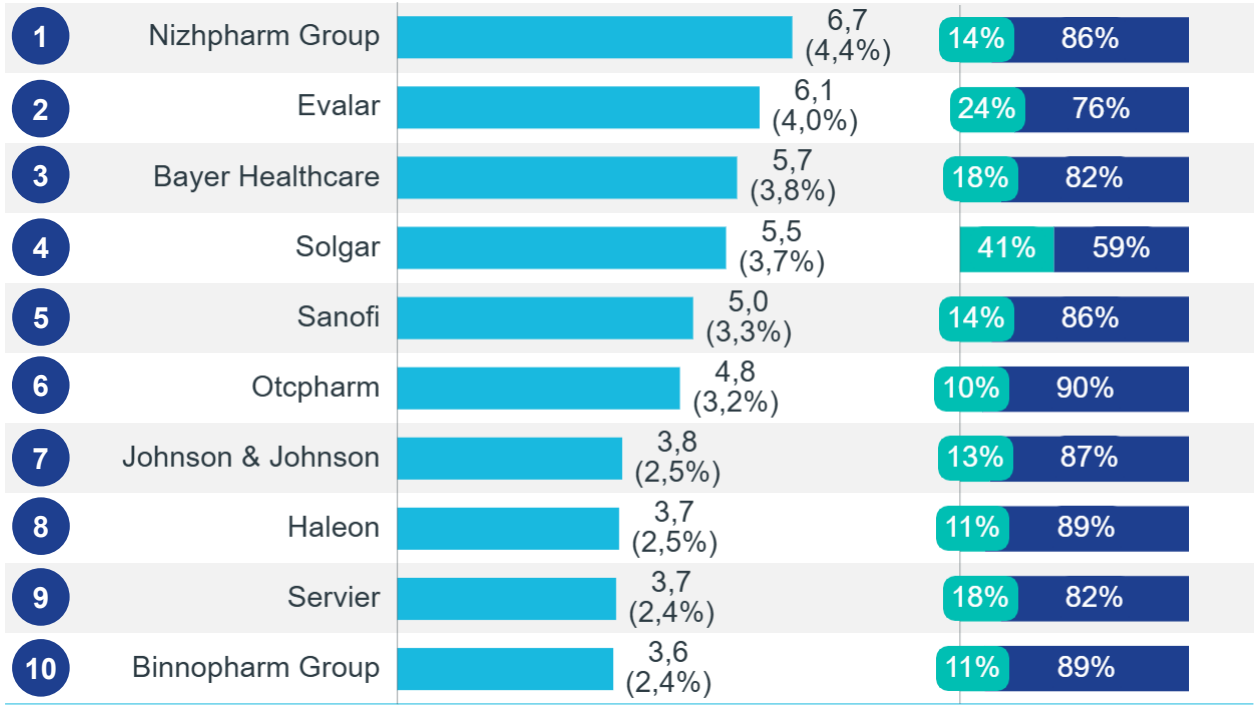
TOP10 companies in E-commerce (OTC/Rx)

OTC segment

TOP10 companies
Sales, MS% MAT'9'26

Bln. RUB, %

Sales split E-com/offline
%, MAT'9'26



TOP10 MS%: 32%

E-com Аптеки

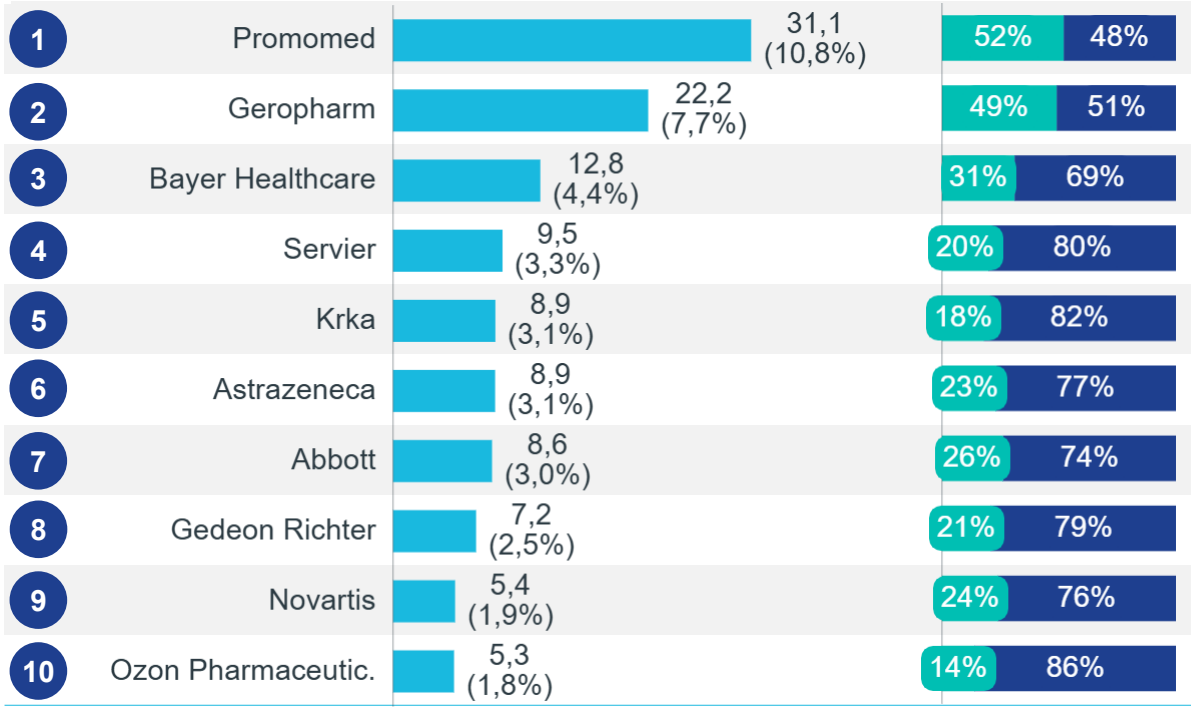
Avg. E-com segment MS%: 17%

Rx segment

TOP10 companies
Sales, MS% MAT'9'26

Bln. RUB, %

Sales split E-com/offline
%, MAT'9'26



TOP10 MS%: 42%

E-com Offline

Avg. E-com segment MS%: 28%

Retail segment

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

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State-funded segment

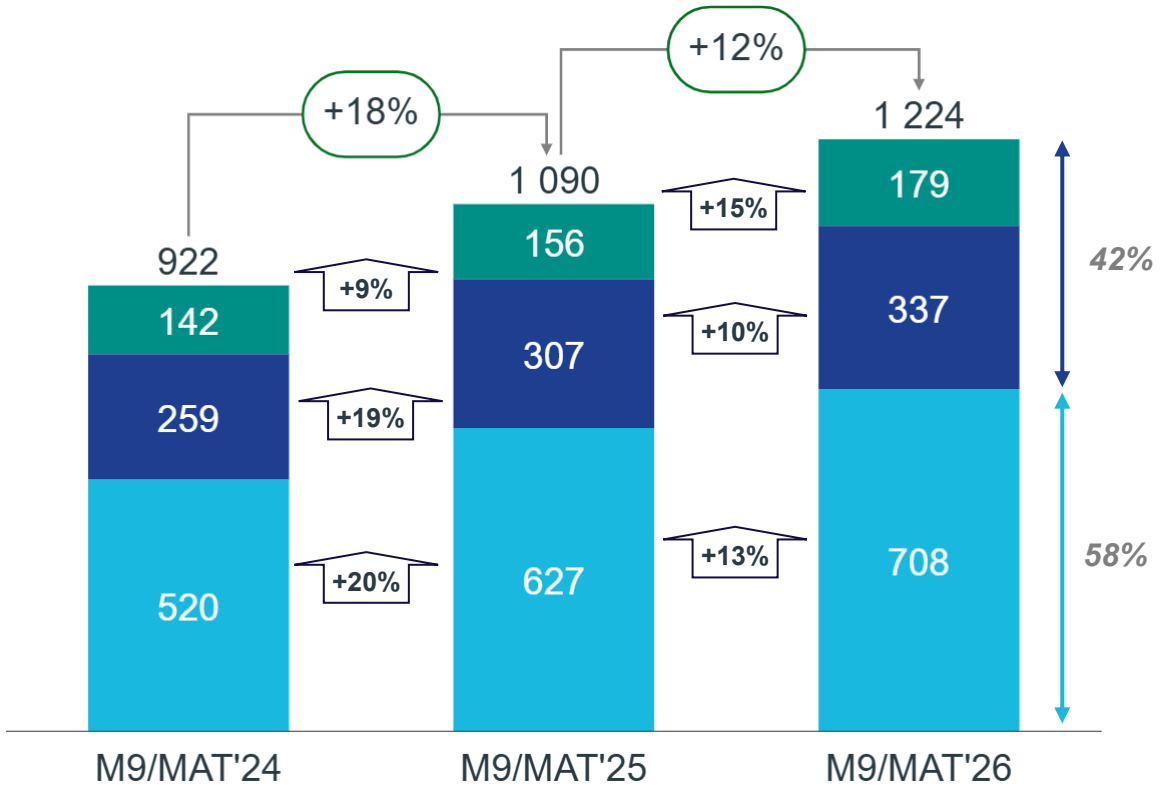


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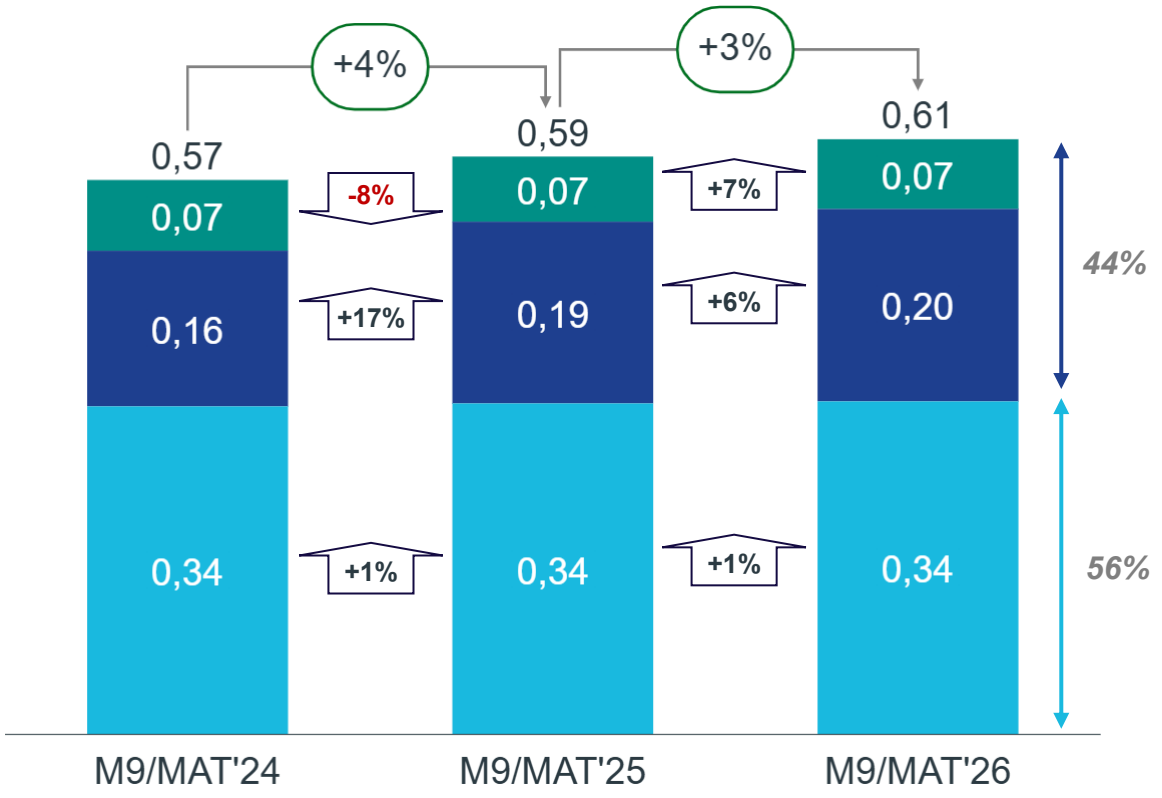
State-funded segment shows a slowdown in value and volume growth compared to previous period

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

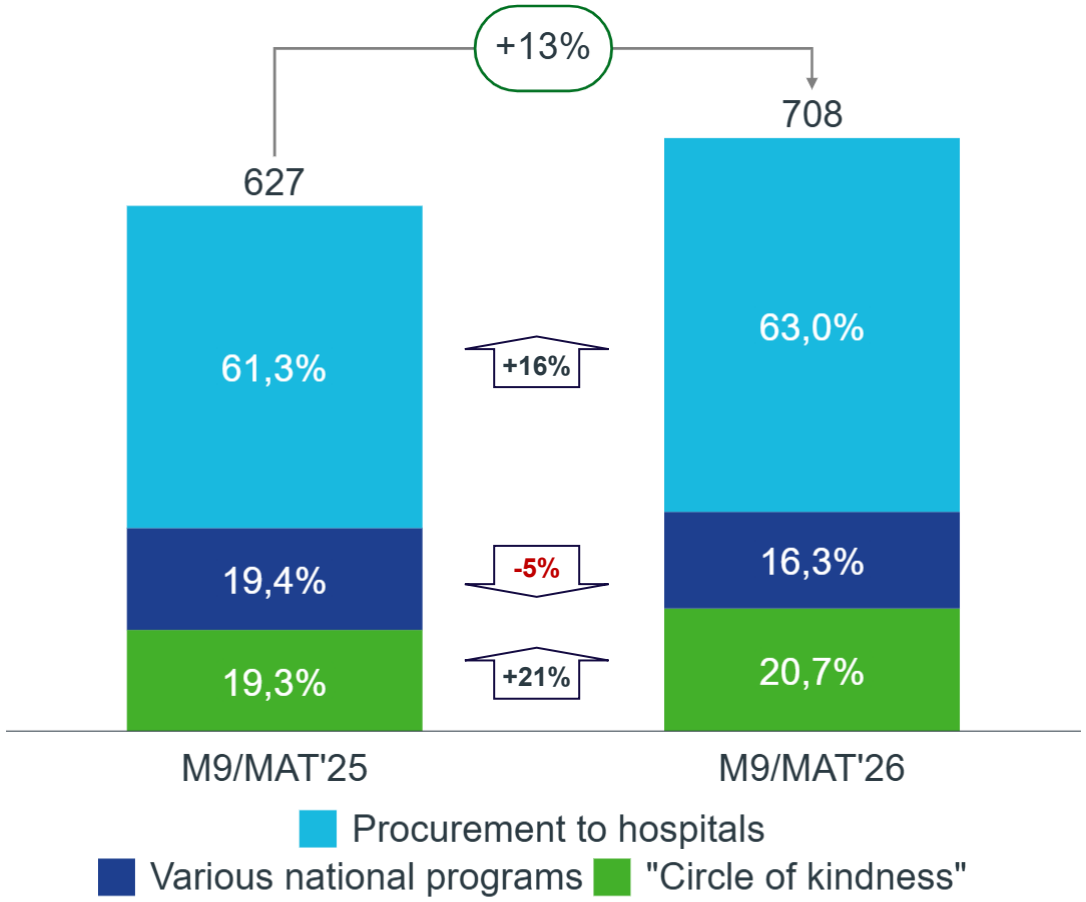
Source: IQDATA database (Public, DLO, RLO); Trade price

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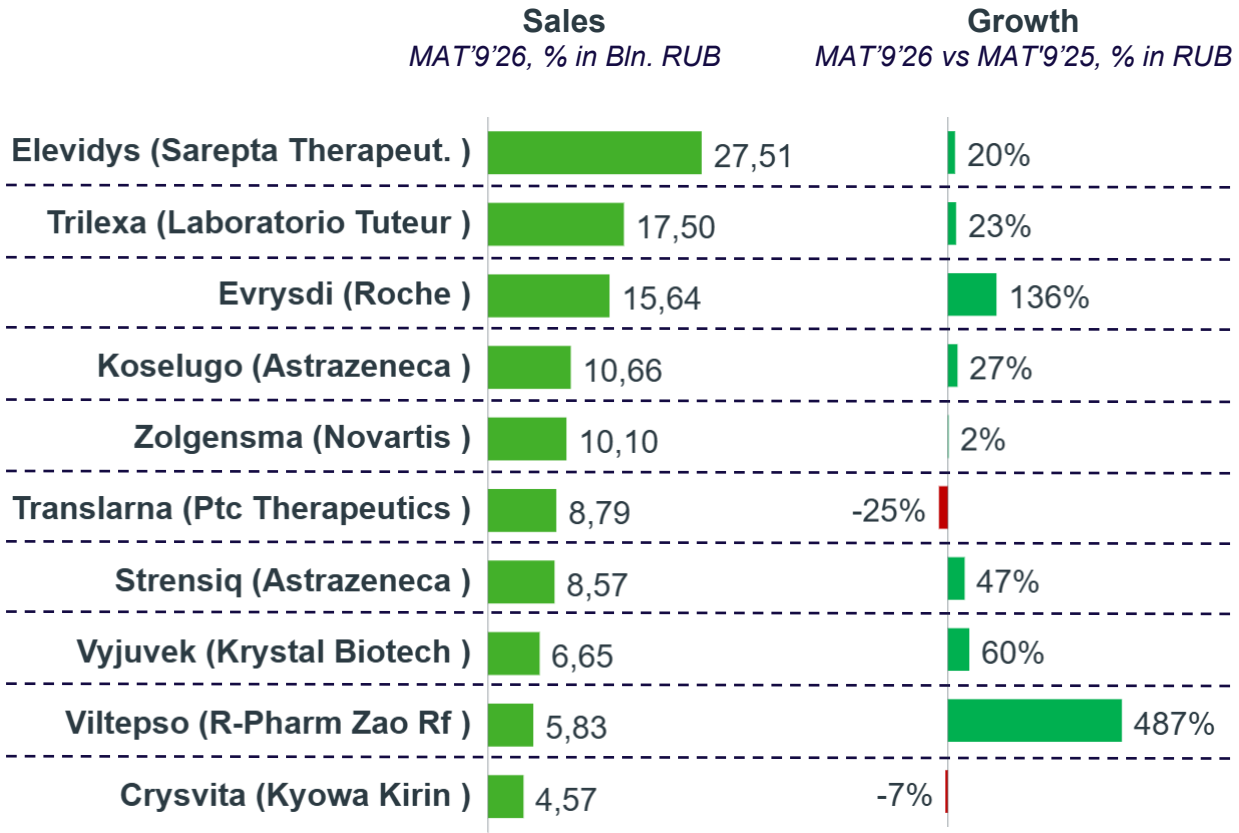
The expansion of procurement to hospitals is the key driver of the public segment growth in absolute terms

Public (hospital) segment

Public Sales by Market Type
Bln RUB



TOP10 Brands in «Circle of kindness»

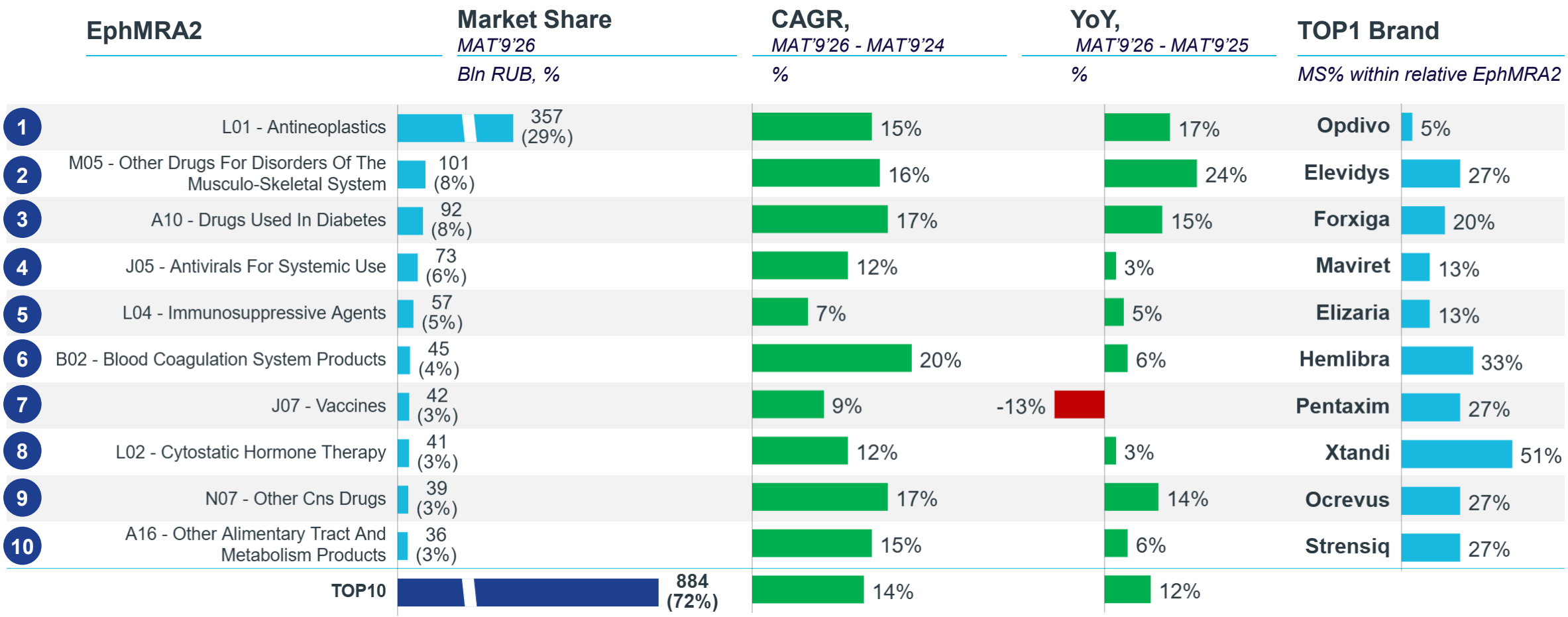


State-funded segment

Source: IQDATA database (Public); Trade price
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L01 is the largest category taking 29% of market share; B02 category shows the strongest CAGR growth

State-funded segment EphMRA2 TOP10 performance



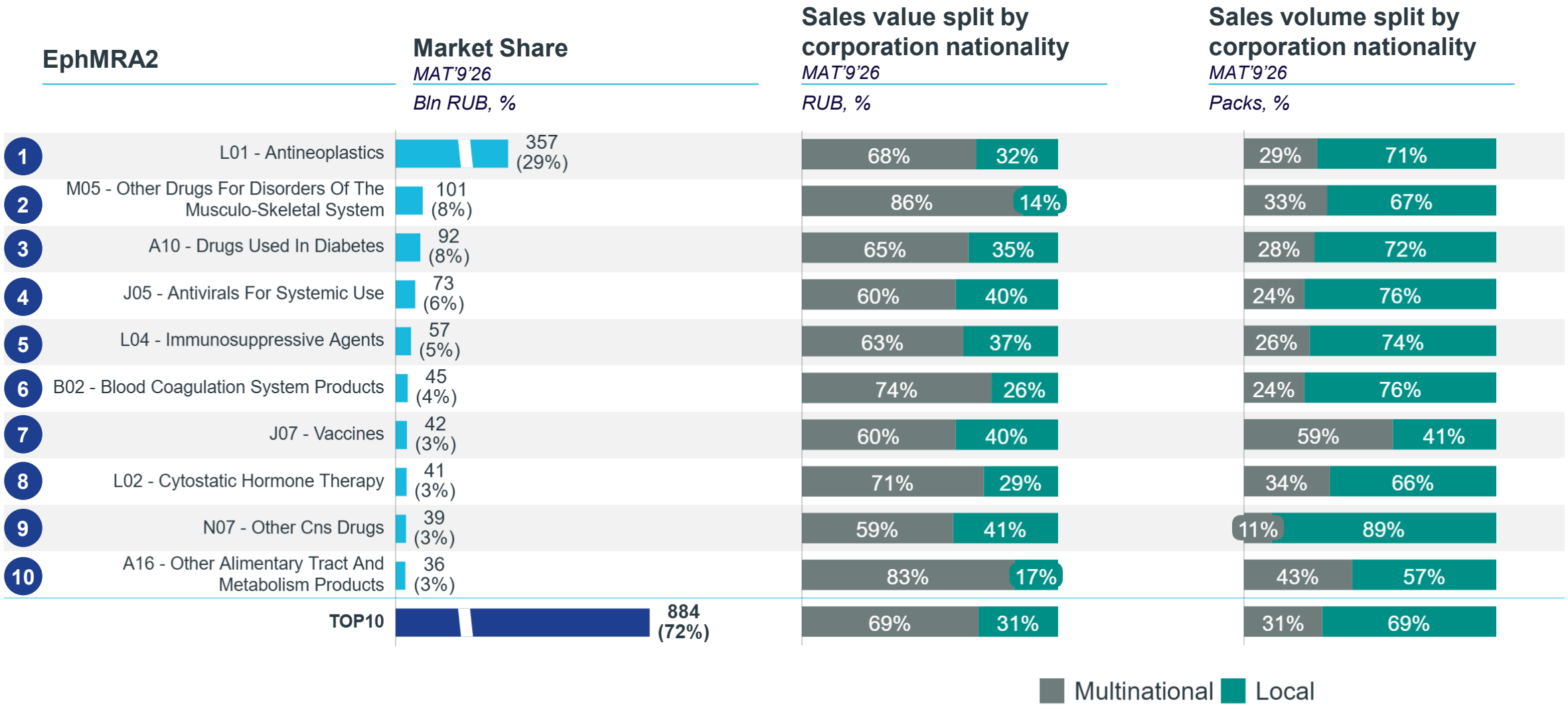
State-funded segment

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 31% of the market volume sales

State-funded segment EphMRA2 TOP10 performance

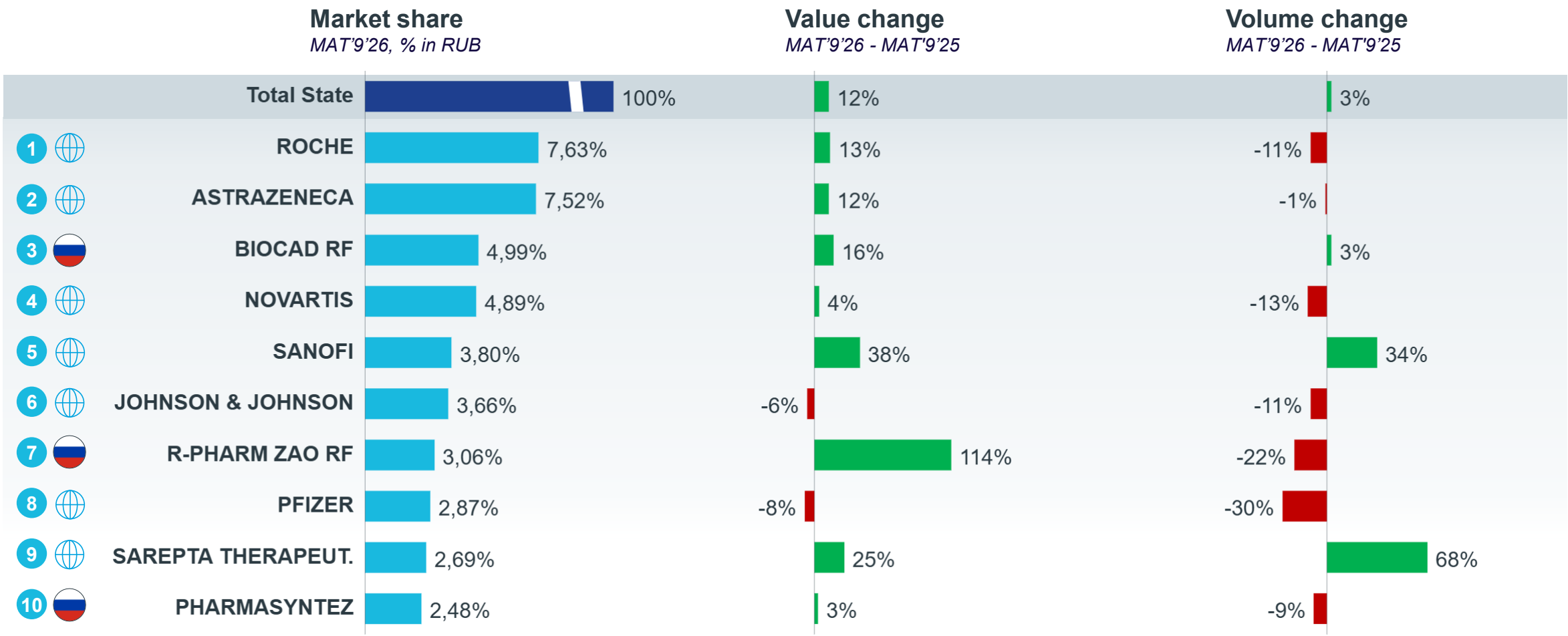


Source: IQDATA database (Public, DLO, RLO); Trade price

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

TOP10 state-funded segment ranking of companies by sales



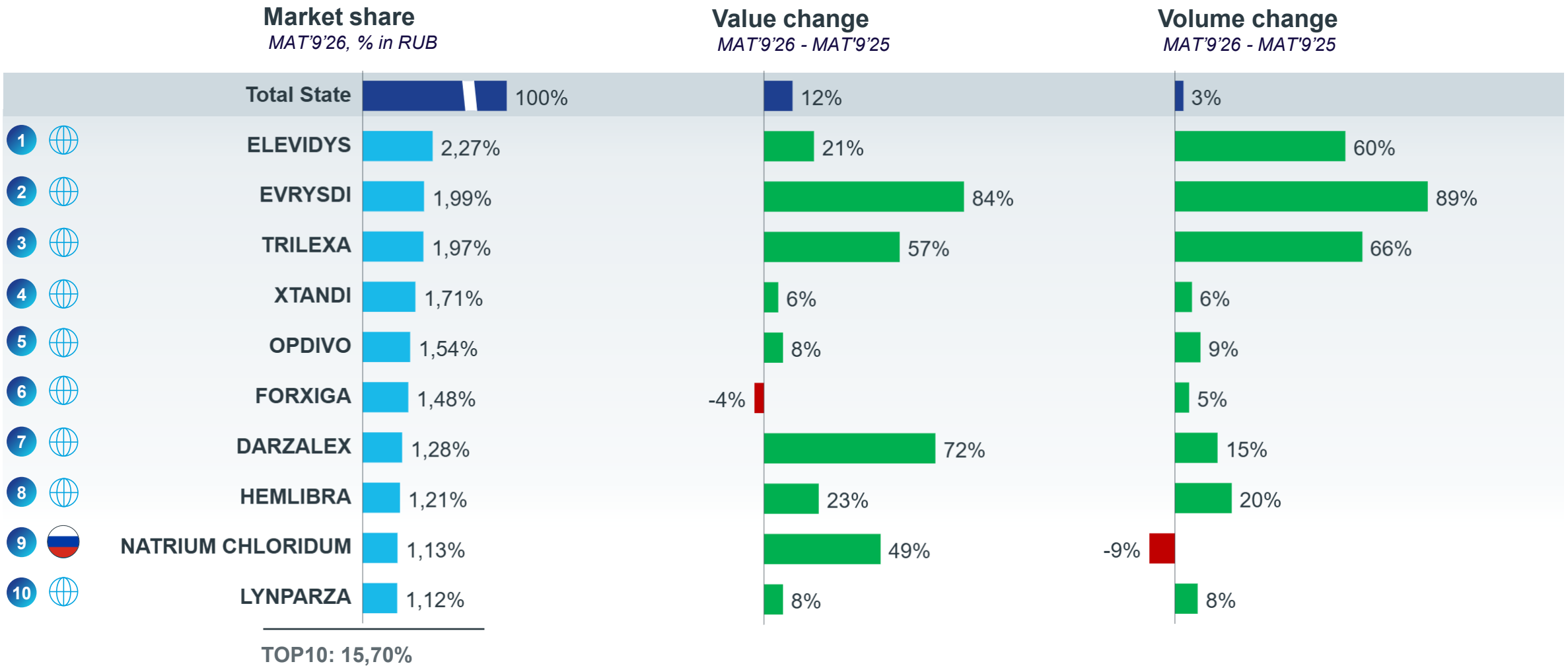
State-funded segment

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

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Evrysdi demonstrates the highest value and volume growth compared to the 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% 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

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IQDATA Services Capabilities



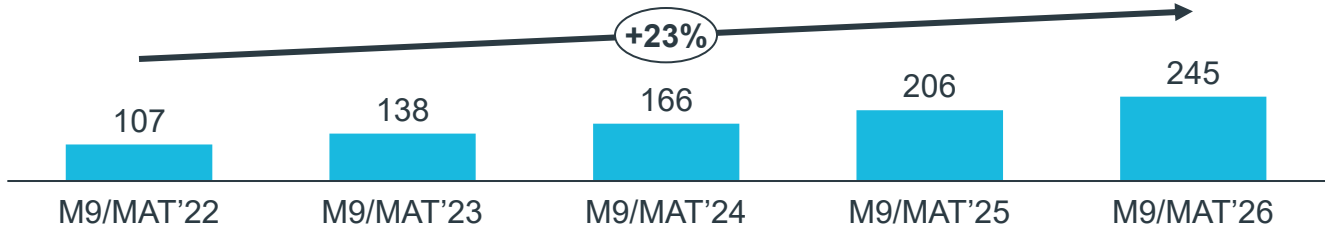
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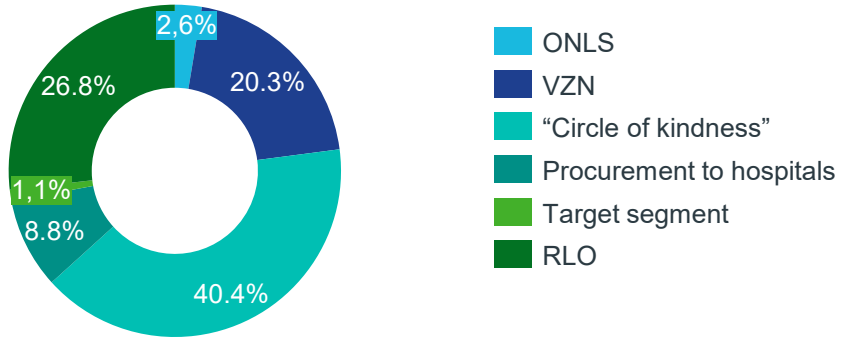
SLIDE FOR DEMONSTRATION I INFORMATION IS AVAILABLE UPON REQUEST

Over the past five years orphan drugs have shown the highest sales growth rate. Procurement of biosimilars has also risen sharply

Orphan drugs

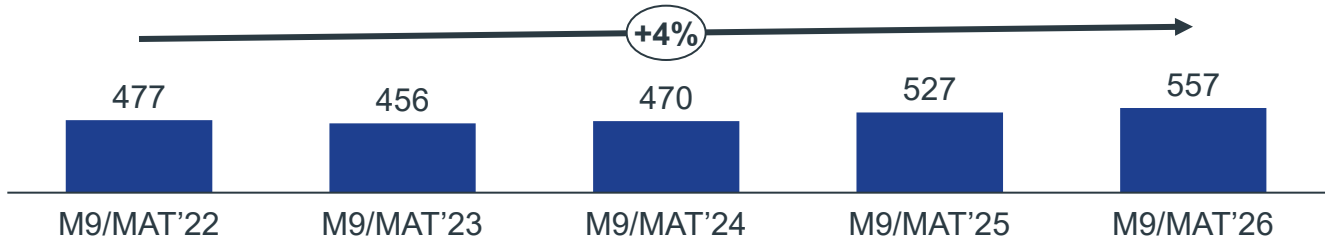
Sales dynamics in the state-funded segment, *Bln RUB*

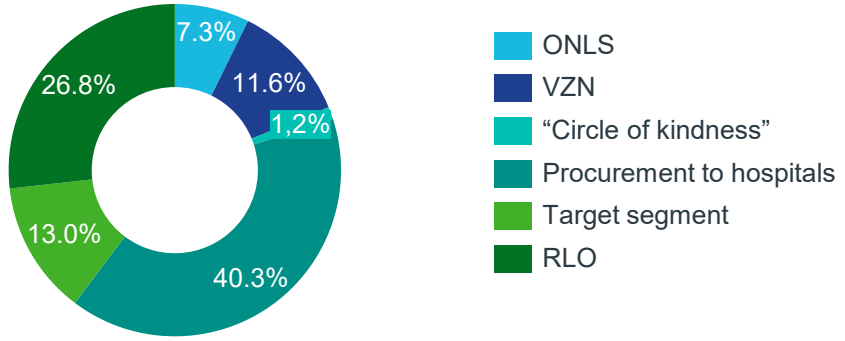




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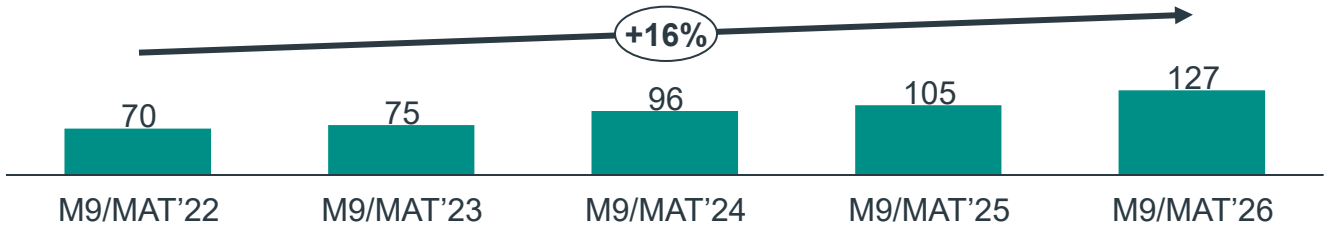
Sales dynamics in the state-funded segment, *Bln RUB*

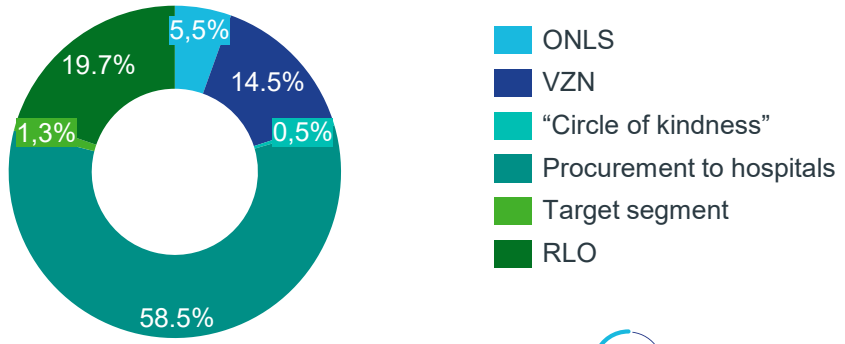




Biosimilars

Sales dynamics in the state-funded segment, *Bln RUB*





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

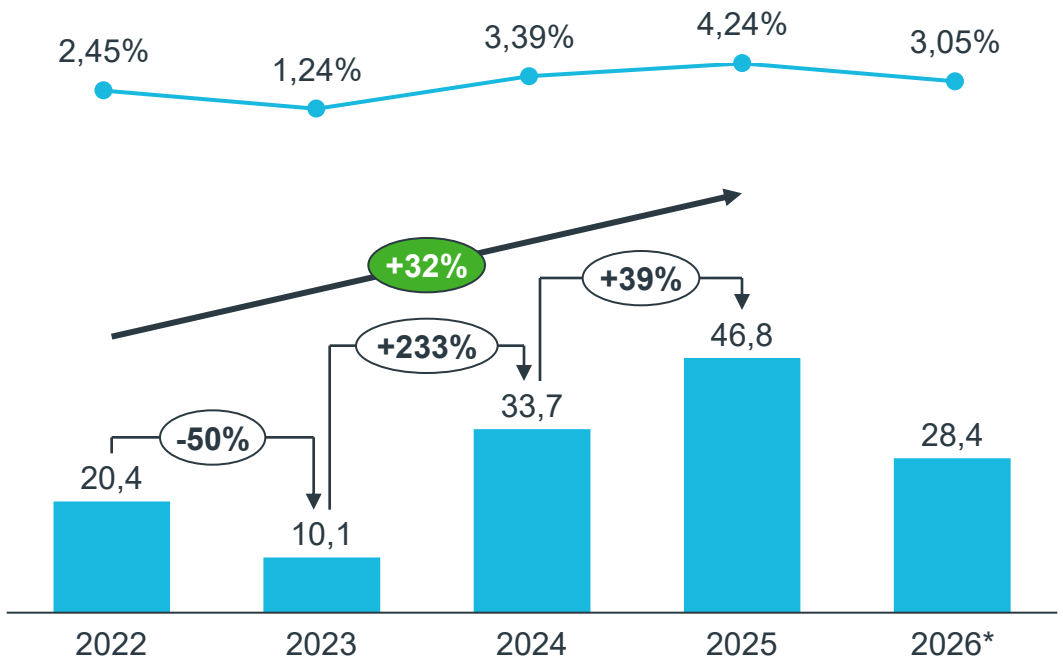
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Market dynamics of unregistered drugs

Unregistered drugs

Procurement volume, Bln RUB, growth %, share in the state-funded segment (%), CAGR



Number of unregistered drugs



TOP5 per year

	2022	2023	2024	2025	2026*
1	EVUSHELD - 7,4 Bln.	CRYSVITA - 2,8 Bln.	ELEVIDYS - 16,6 Bln.	ELEVIDYS - 28,4 Bln.	ELEVIDYS - 13,5 Bln.
2	LAGEVRIO - 2,7 Bln.	KAFTRIO - 1,3 Bln.	CRYSVITA - 6 Bln.	CRYSVITA - 5,5 Bln.	AMONDYS 45 - 3 Bln.
3	TRIKAFTA - 1,2 Bln.	CUTAQUIG - 1,3 Bln.	AMONDYS 45 - 2,6 Bln.	VYJUVEK - 3,9 Bln.	CRYSVITA - 2,5 Bln.
4	REGKIRONA - 1,2 Bln.	KALYDECO - 0,9 Bln.	VYJUVEK - 2,1 Bln.	AMONDYS 45 - 3,1 Bln.	VYJUVEK - 1,8 Bln.
5	SOTROVIMAB - 1 Bln.	TRIKAFTA - 0,9 Bln.	CUTAQUIG - 1,7 Bln.	CUTAQUIG - 1,7 Bln.	MIPLYFFA - 1,3 Bln.

2026* - YTD'9'26

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

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