
Unser Potenzial im Schweizer Consumer-Healthcare-Markt

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Leiter Geschäftsbereich Products & Brands

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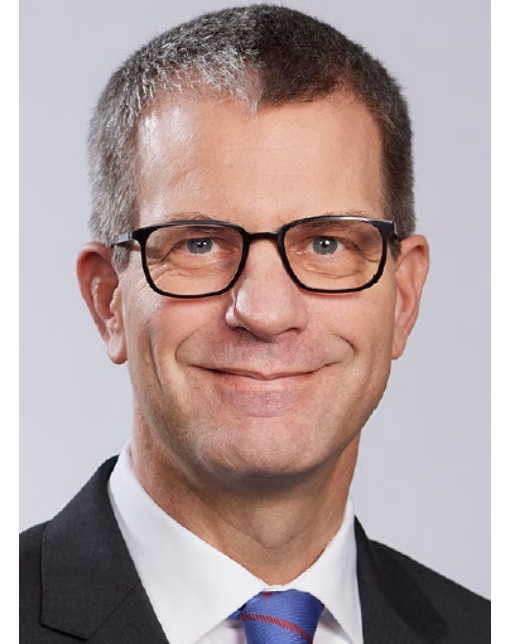
Thomas Szuran, Dr. sc. nat., Biochemiker und Verhaltensbiologe

1997 – 2007

- Abbott Laboratories und Pfizer Inc.
- Bereiche Rx, OTC und Nutrition
- Schweiz und international

2008 – 2018

- CEO Biomed AG
- Präsident ASSGP
Verband der OTC-Industrie in der Schweiz



Seit Januar 2019

- Leiter Geschäftsbereich Products & Brands
Mitglied der Generaldirektion Galenica Gruppe

Consumer-Healthcare-Markt im Fach- und Detailhandel

Detailhandel



Fachhandel

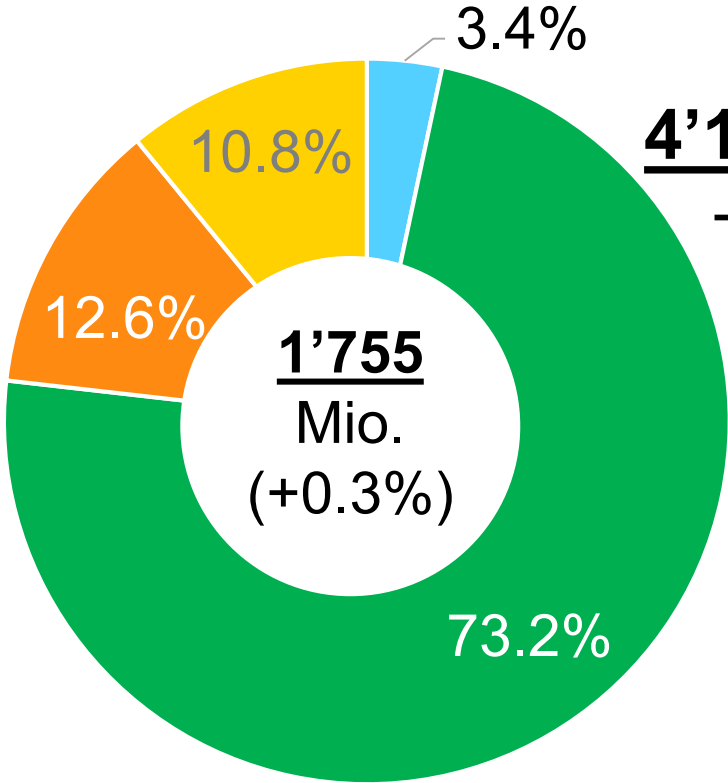


OTC
+6.2%

Personal
Care -0.2%

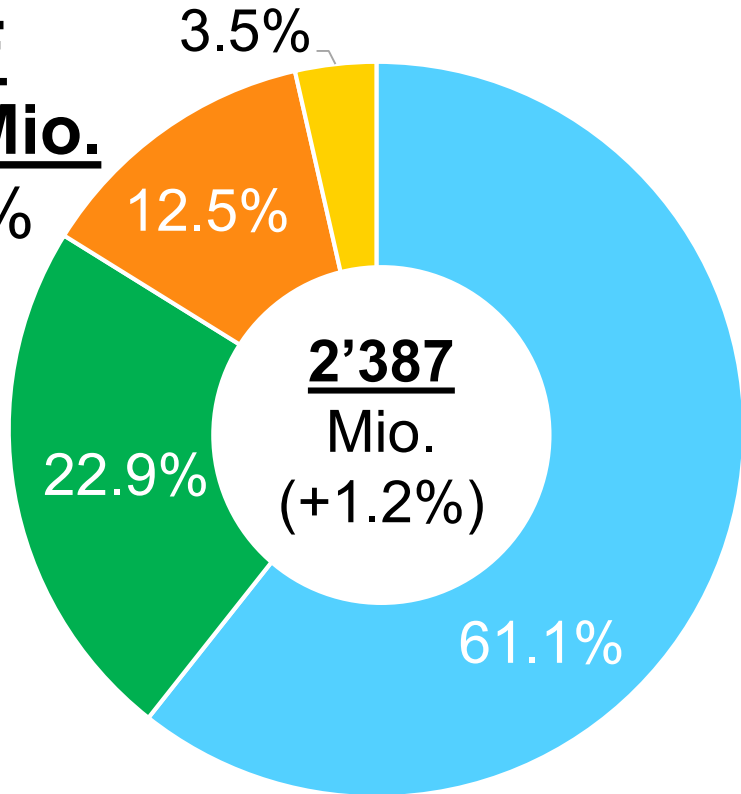
Patient
Care +2.1%

Nutrition
-0.4%



nielsen

CHF
4'142 Mio.
+0.8%



IMS Health & Quintiles are now
IQVIA

OTC
+2.3%

Personal
Care -0.3%

Patient
Care -0.7%

Nutrition
-2.1%

Der Consumer-Healthcare-Markt im Fachhandel ist stabil

Consumer-Healthcare-Marktsegmente:
+/- in % Wert Streetprice (SP) zum Vorjahr

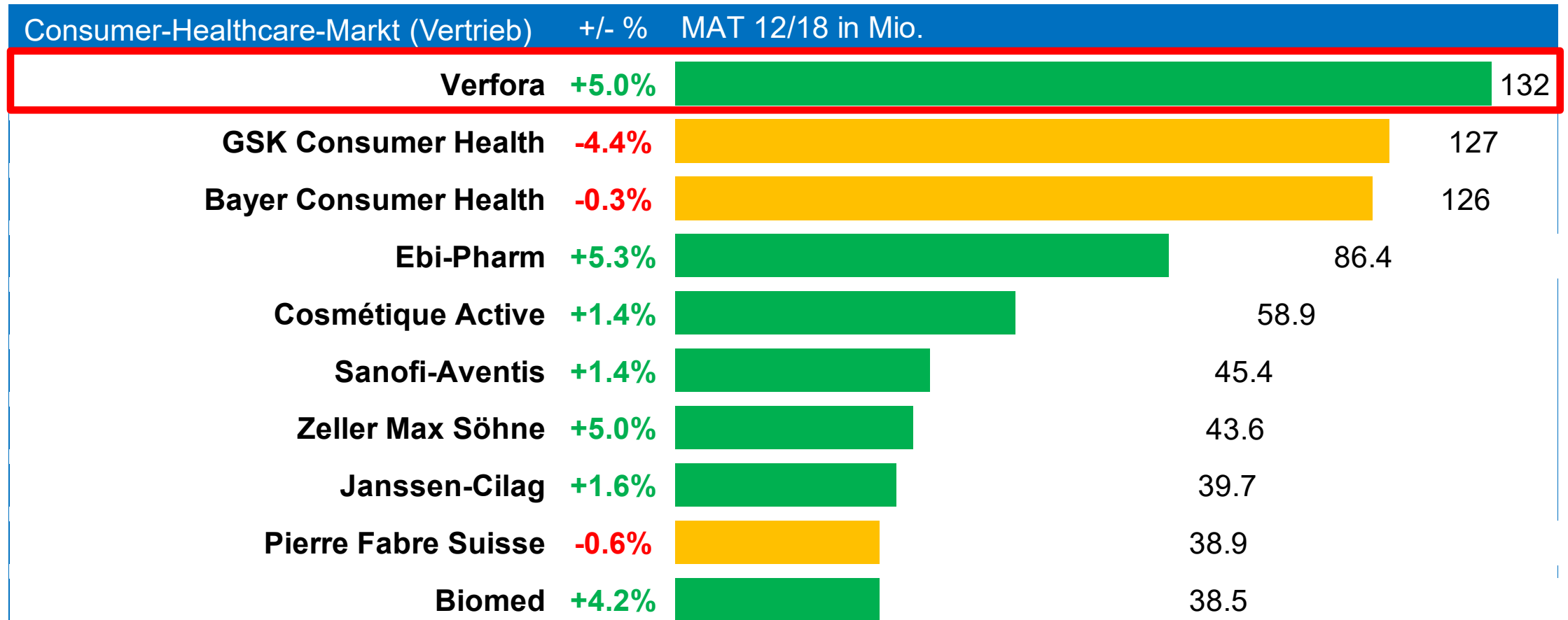
Verkauf Wert SP	2014	2015	2016	2017	2018
TOTAL	-0.3	-0.4	-1.1	-1.5	+1.2
OTC	-0.2	+1.5	+1.0	-0.5	+2.3
PEC	-2.5	-4.6	-6.1	-4.0	-0.3
PAC	+2.6	+0.2	+0.2	-0.7	-0.7
NUT	+5.7	-0.7	-3.3	-4.8	-2.1

Wert Streetprice in CHF

Total CHC :	2'387 Mio.
<u>O</u> ver <u>T</u> he <u>C</u> ounter:	1'458 Mio.
<u>P</u> ersonal <u>C</u> are:	547 Mio.
<u>P</u> atient <u>C</u> are:	298 Mio.
<u>N</u> utrition:	84 Mio.

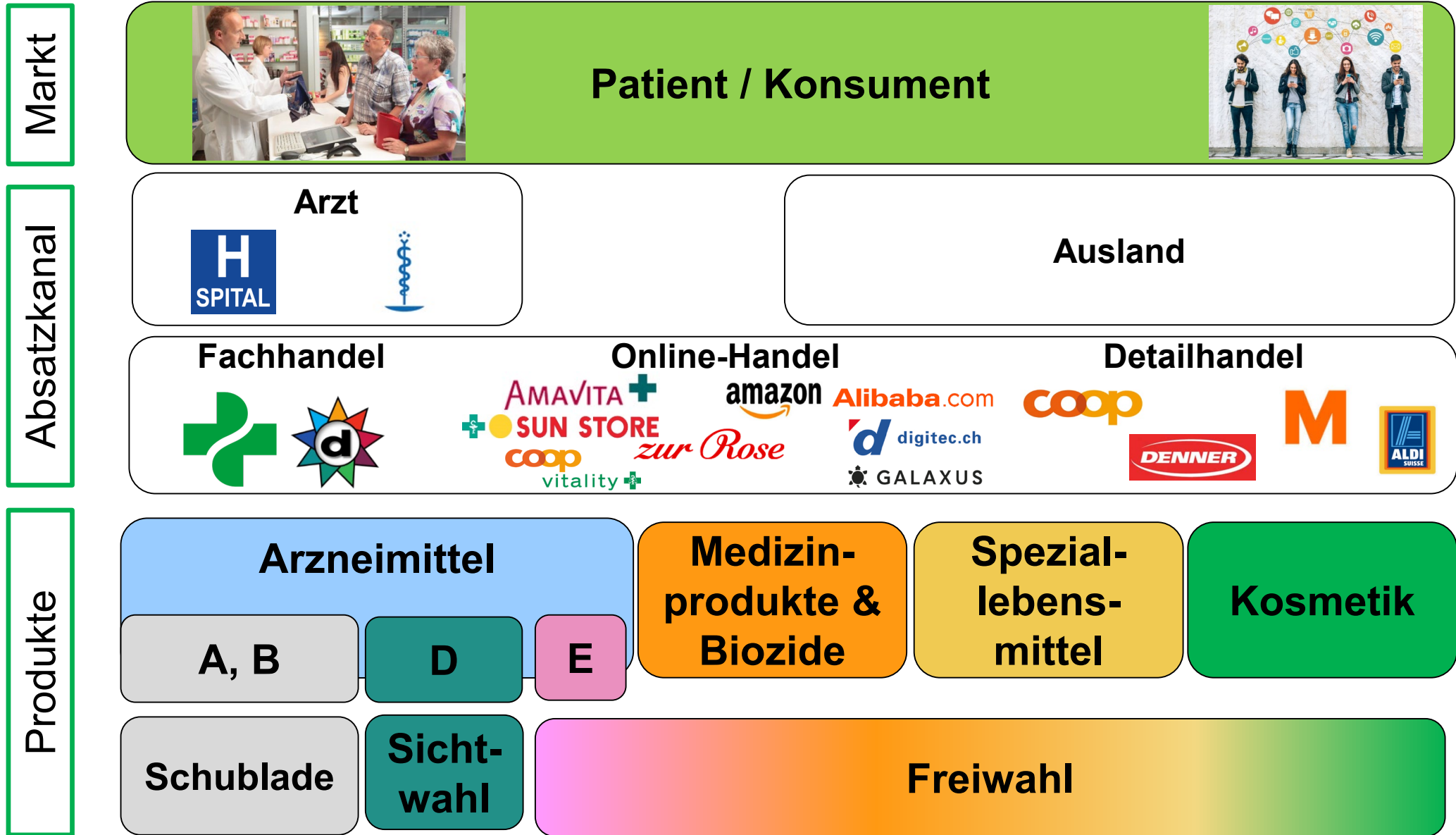
Quelle: IQVIA Pharmatrend 2018

Verfora im fragmentierten Markt wichtigster Partner für den Fachhandel

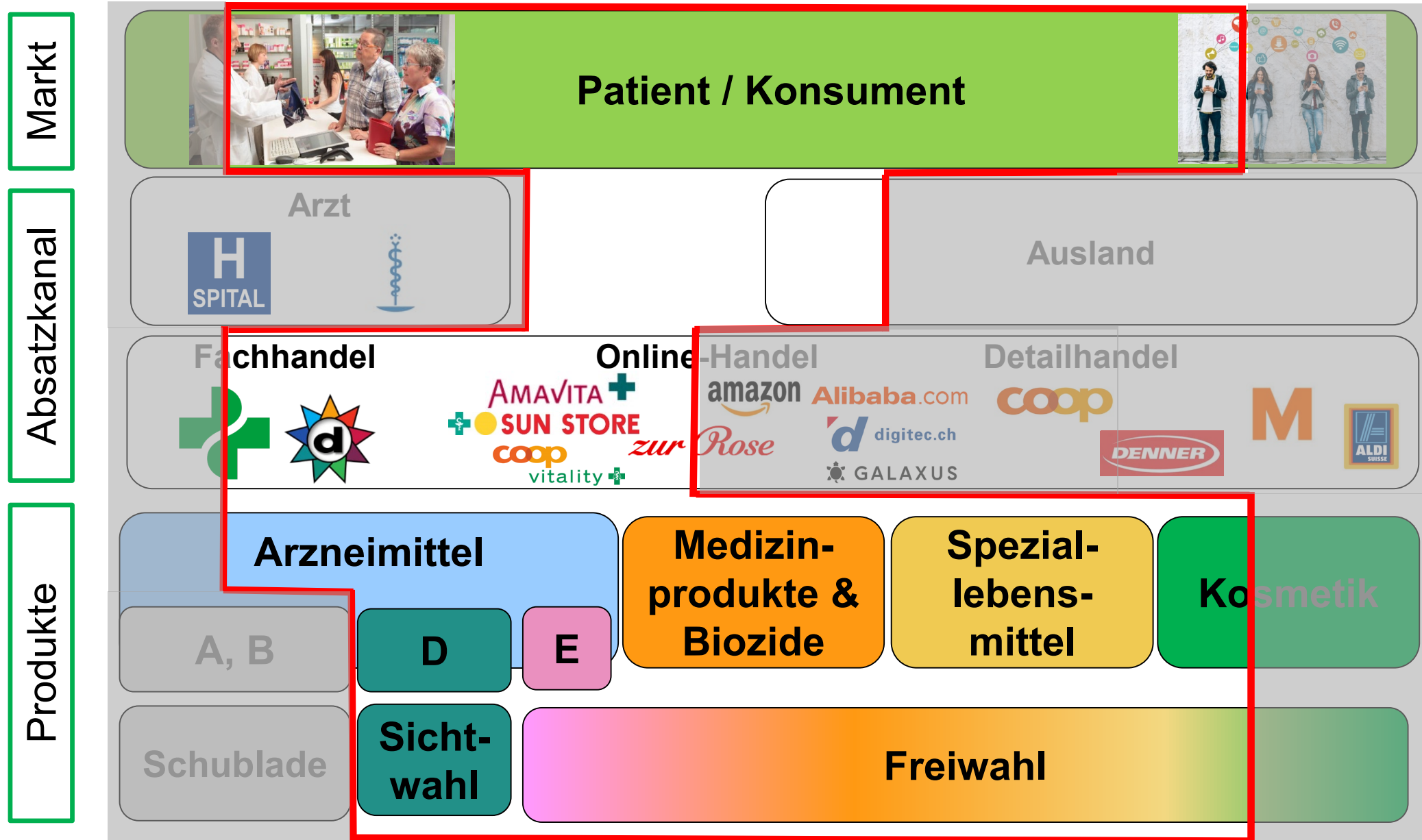


Die Top 3 Firmen halten je nur 5-6% Marktanteil

Markt – Absatzkanal – Produkte



Markt – Absatzkanal – Produkte



Unser Wachstumspotenzial

Markt

- Neue Kundensegmente
 - Digital Natives
 - Männer

Absatzkanal

- Ausbau digitales Angebot
 - Customer Journey
 - Omni-Channel

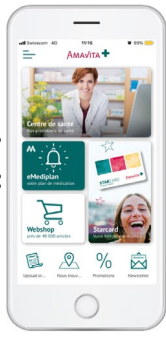
Produkte

- Entwicklung Portfolio
 - Merger & Acquisition und Lizenzverträge
 - Bestehende Marken ausbauen
 - Neue Therapiegebiete erschliessen

Die Brücke zwischen Konsument und Fachhandel



Verfora Marken Partner-Marken



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