
Notre potentiel sur le marché Consumer Healthcare Suisse

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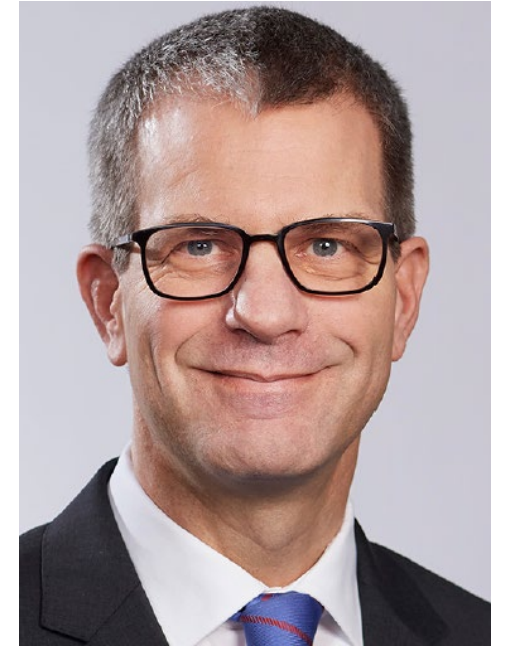
Thomas Szuran, Dr. sc. nat., biochimiste et éthologue

1997 – 2007

- Abbott Laboratories et Pfizer Inc.
- Domaines Rx, OTC et Nutrition
- Suisse et international

2008 – 2018

- CEO Biomed AG
- Président de l'ASSGP
Association Suisse des Spécialités Pharmaceutiques Grand Public



Depuis janvier 2019

- Responsable Domaines d'activités Products & Brands
Membre de la Direction générale du Groupe Galenica

Marché Consumer Healthcare dans le commerce spécialisé et de détail

Commerce de détail



Commerce spécialisé

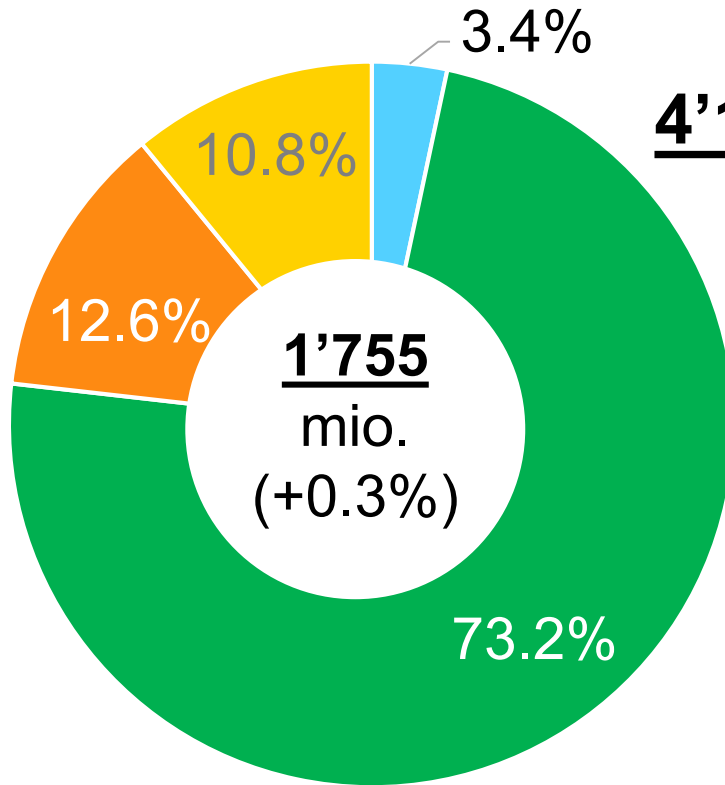


OTC
+6.2%

Personal
Care -0.2%

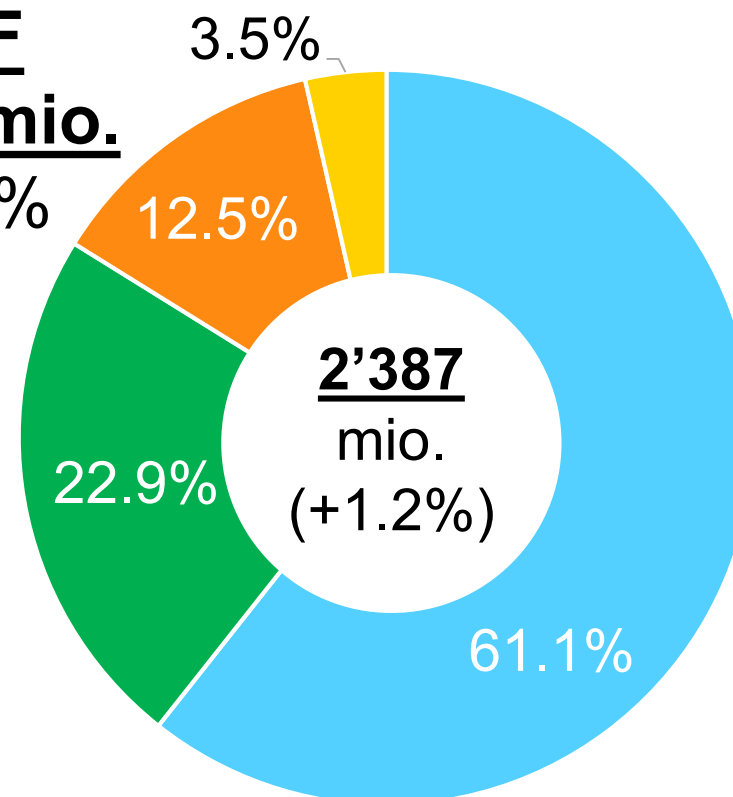
Patient
Care +2.1%

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%

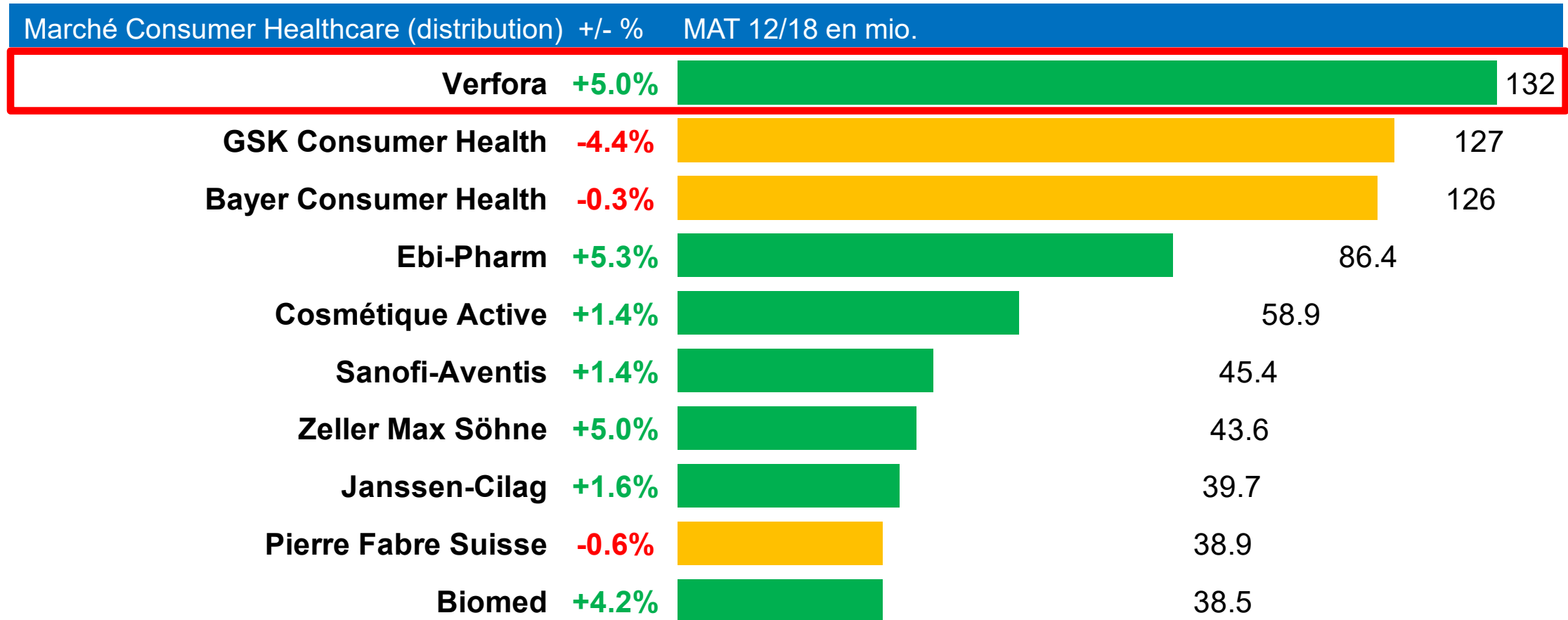
Le marché Consumer Healthcare dans le commerce spécialisé est stable

Segments de marché Consumer Healthcare :
+/- en % valeur Streetprice (SP) par rapport à l'année précédente

Vente Valeur SP	2014	2015	2016	2017	2018	Valeur Streetprice en CHF	
TOTAL	-0.3	-0.4	-1.1	-1.5	+1.2	Total CHC :	2'387 mio.
OTC	-0.2	+1.5	+1.0	-0.5	+2.3	Over The Counter :	1'458 mio.
PEC	-2.5	-4.6	-6.1	-4.0	-0.3	Personal Care :	547 mio.
PAC	+2.6	+0.2	+0.2	-0.7	-0.7	Patient Care :	298 mio.
NUT	+5.7	-0.7	-3.3	-4.8	-2.1	Nutrition :	84 mio.

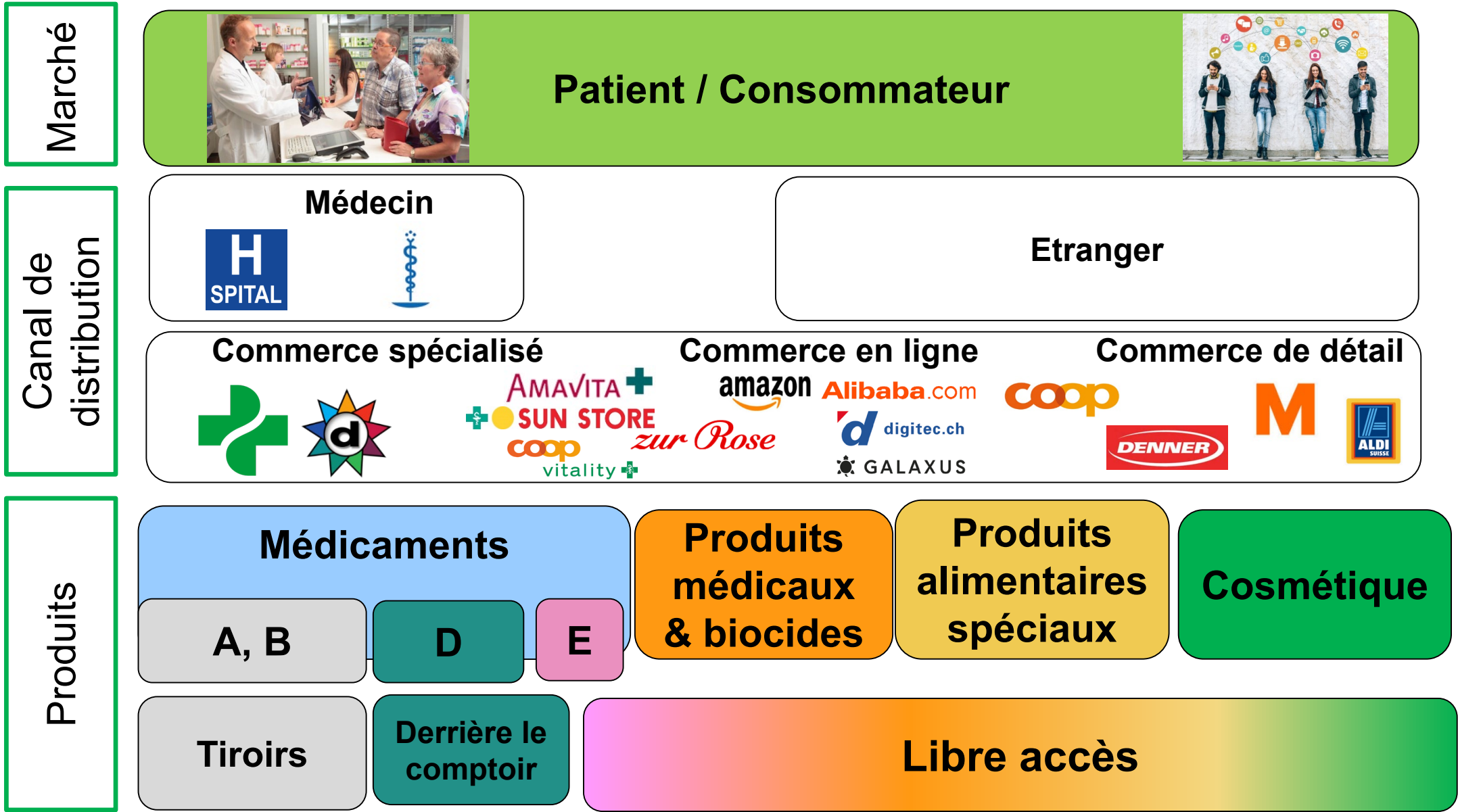
Source: IQVIA Pharmatrend 2018

Verfora partenaire le plus important du commerce spécialisé sur un marché fragmenté

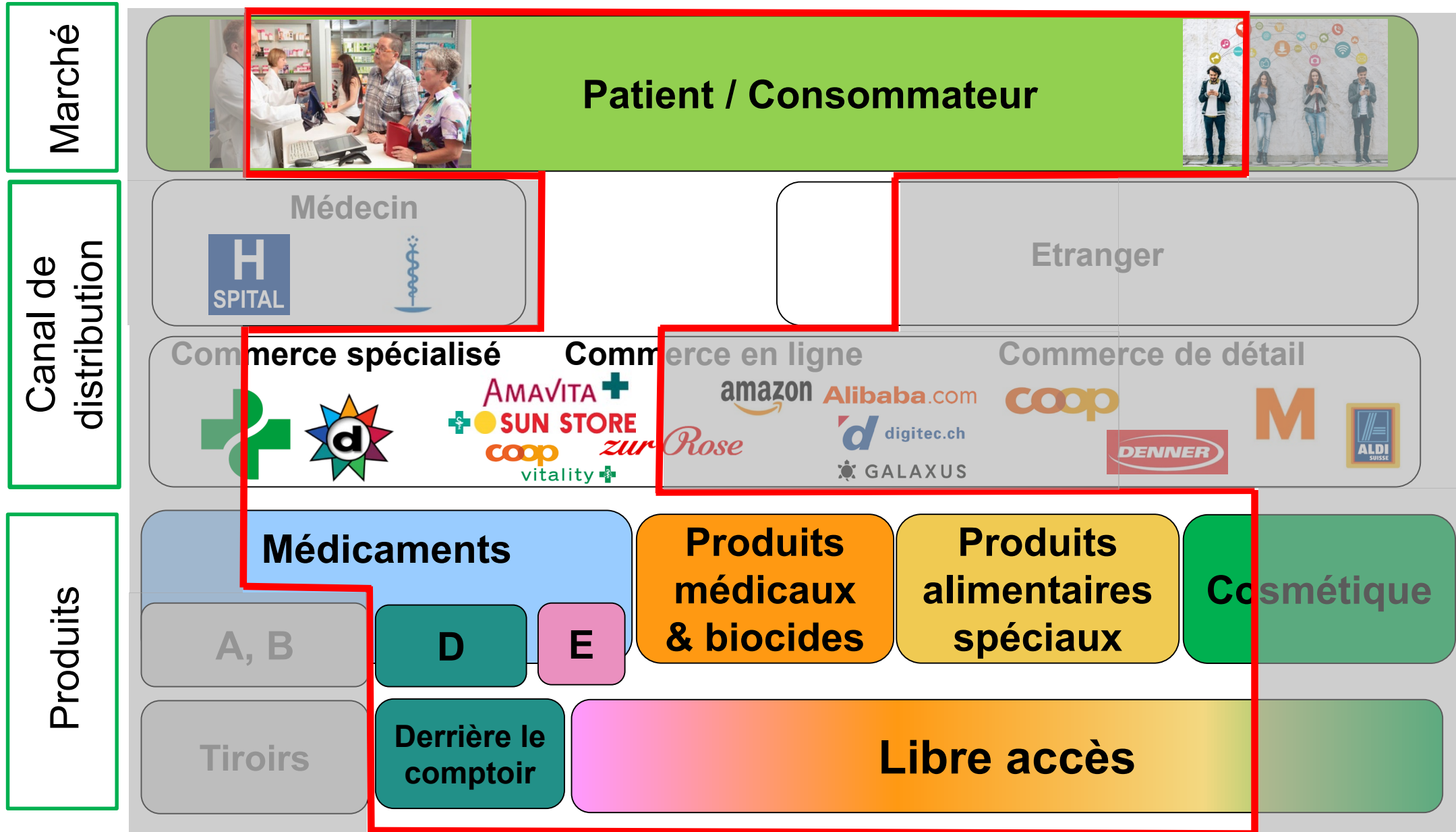


Les trois 1^{ères} entreprises détiennent chacune
seulement 5-6% de part de marché

Marché – canal de distribution – produits



Marché – canal de distribution – produits



Notre potentiel de croissance

Marché

- Nouveaux segments de clients
 - Digital Natives
 - Hommes

Canal de distribution

- Extension de l'offre numérique
 - Customer Journey
 - Omni-Channel

Produits

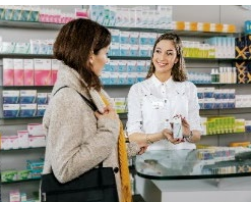
- Développement du portefeuille
 - Fusion & Acquisition et contrats de licence
 - Consolider les marques existantes
 - Exploiter de nouveaux domaines thérapeutiques

Le pont entre le consommateur et le commerce spécialisé



Marques Verfora

Marques partenaires



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