



Czech Republic Pharma Market in Global and European Context

*Konference
Správná distribuční praxe léčivých přípravků*

29.5.2025, Majestic Plaza

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Agenda

- 01| Global and EU level trends
- 02| East Europe comparison
- 03| Czech market development
- 04| Spotlight on the supply chain

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01

Global and EU level trends

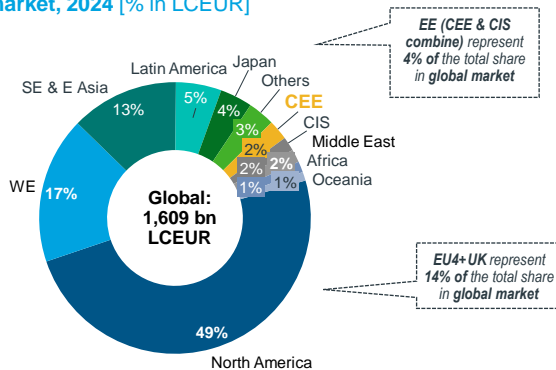
02 | GLOBAL MARKET DYNAMICS

East Europe comprise 4% of global market with CEE having the highest growth expectations in the long term

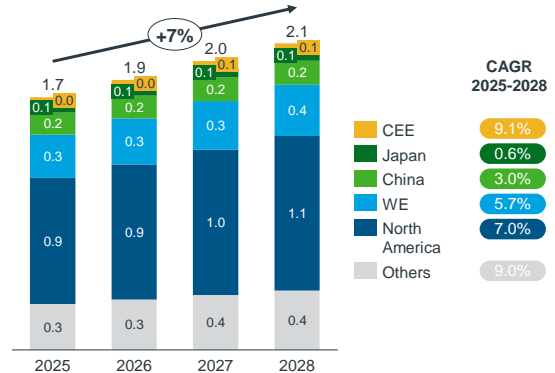
Pharma market overview [Rx + regOTC]

Global view

Size of pharma markets and their share in global market, 2024 [% in LCEUR]



Global pharma markets value and YoY growth of key regions, 2025-2028 [bn LCEUR]



CEE: Poland, Romania, Hungary, Czech Republic, Slovakia, Croatia, Bulgaria, Slovenia, Lithuania, Serbia, Latvia, Bosnia, Estonia, Albania, Kosovo, Montenegro, Macedonia

CIS: Russia, Kazakhstan, Uzbekistan, Mongolia, Moldova, Armenia, Azerbaijan, Belarus, Georgia, Kyrgyzstan, Tajikistan

WE: Germany, France, UK, Italy, Spain, Netherlands, Belgium, Greece, Portugal, Sweden, Austria, Switzerland, Finland, Norway, Ireland

Source: IQVIA Local Databases, MIDAS. Pharma market includes Retail and Hospital sales; IQVIA Market Prognosis Global 2024-2028 (Sep., 2024)

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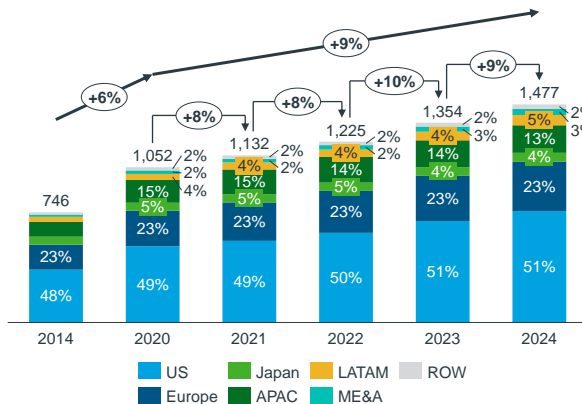
02 | GLOBAL MARKET DYNAMICS

Global Rx market grows 9% YoY to reach \$1.5 Tn, fuelled by specialty biologics

Global growth drivers

Global view

Global Rx List price sales [2014 – 2024, Bn USD, CAGR]



Notes: Growth rates at constant exchange rates; data for all years is MAT Q3. COVID-19 vaccines & treatments excluded

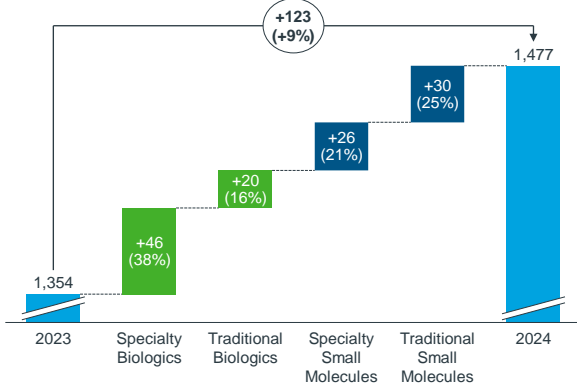
Source: IQVIA EMEA Thought Leadership; IQVIA MIDAS MAT Q3 2024; Rx-only

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Drivers of Global Growth 2023-24 [Bn USD]



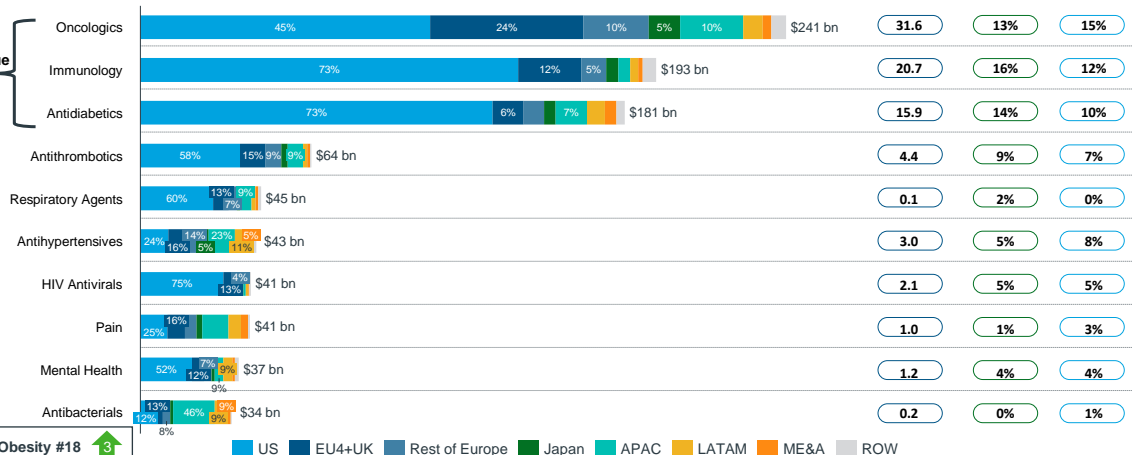
02 | GLOBAL MARKET DYNAMICS

Global value is highly concentrated in a few top therapy areas – exclusive of COVID-19 Vx & Tx

Sales in therapy areas in 2024

Global view

~42% of global value



Note: Growth rates at constant exchange rates

Source: IQVIA EMEA Thought Leadership; IQVIA MIDAS MAT Q3 2024; Rx-only

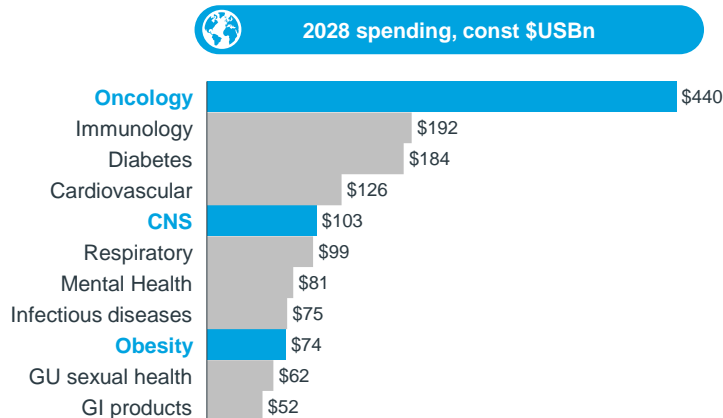
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The outlook through to 2028

High pipeline activity for oncology, CNS and obesity suggests future spending growth

[Global view](#)


Key insights

- Oncology represents **41% of all trials** in 2024, up from 37% in 2019
- Neurology has seen significant growth with nearly **3,400 trials globally over the last 5 years**
- Under base case scenario, obesity market value will be **>\$70 Bn and top 20 therapy area by 2028**

Source: IQVIA Institute, 'Global Use of Medicines' (2024)
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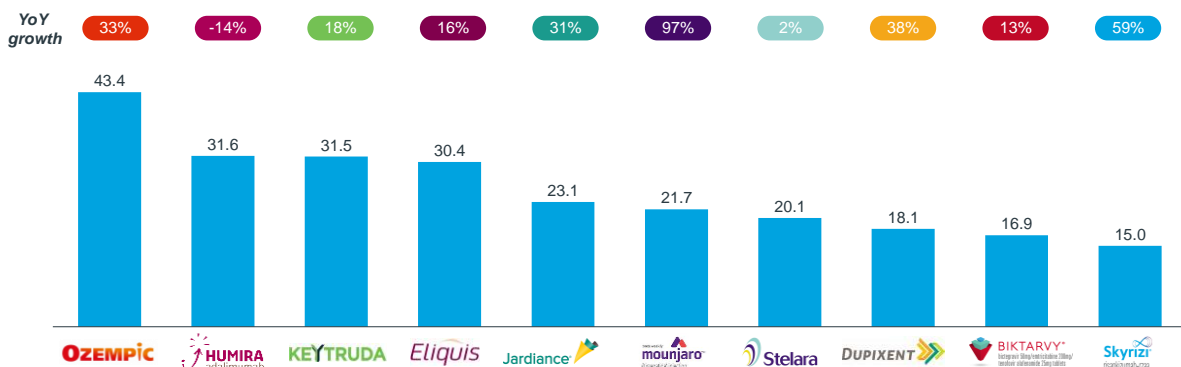
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Ozempic is the #1 global brand reaching 43.4 bn USD in MAT 09/24, whereas Mounjaro recorded the highest YoY growth (97%)

Top 10 Global brands by latest sales

[Global view](#)

TOP 10 global brands by sales value [MAT 09/2024, bn USD]



Growth rates at constant exchange rates

Source: IQVIA EMEA Thought Leadership; IQVIA MIDAS MAT Q3 2024; Rx-only
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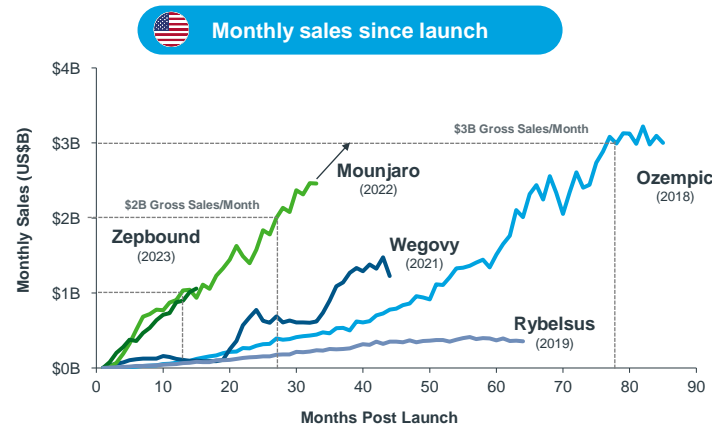
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02 | GLOBAL MARKET DYNAMICS


How does the GLP-1 class become a \$100B market?

Mounjaro is the fastest product launch in US history

Global view



 **157**
assets in Phase 1, 2, and III clinical development for treatment of obesity

 **~40%**
of the pipeline is focused on oral formulations offering convenience benefits to patients

Source: IQVIA Analysis; IQVIA Launch Success Encyclopedia; IQVIA Gross to Net Library; IQVIA LAAD 2013-2025; *IQVIA Estimates. US All Payer Channels (Launch Year)
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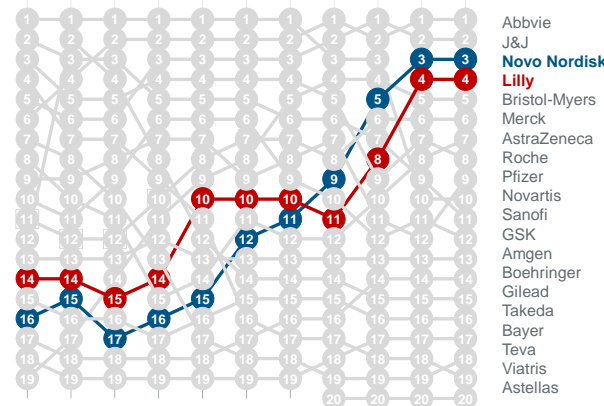
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02 | GLOBAL MARKET DYNAMICS

New companies are rising up the rankings

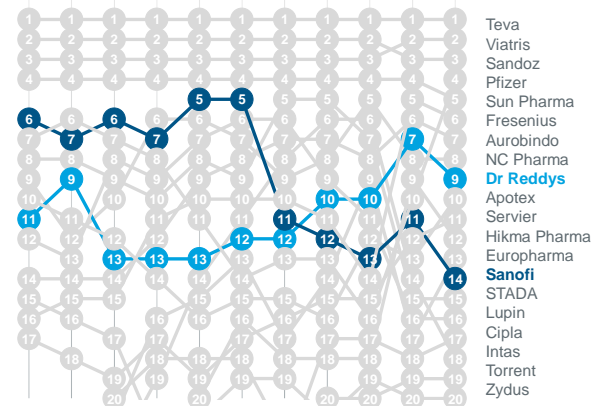
Top 20 Pharma MNF by value

2014 2015 2016 2017 2018 2019 2020 2021 2022 2023 2024



Top 20 Generic MNF by value

2014 2015 2016 2017 2018 2019 2020 2021 2022 2023 2024



Source: IQVIA MIDAS FY 2024, Global, Rx only, LCUS. Generic sales only (Inn Insights= Non original branded + Unbranded products) incl biosimilars.
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East Europe comparison

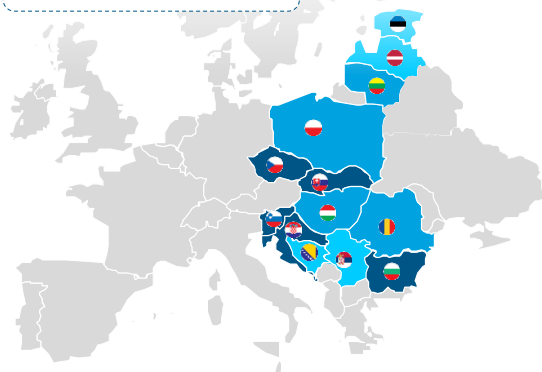
02 | COMPARISON OF CEE COUNTRIES

Poland is by far the largest market, Romania ahead of Czechia, Slovakia in top 5 highest Rx per capita sales

CEE region overview

Central & Eastern Europe

- 100-200 LCEUR per capita Rx value
- 200-300 LCEUR per capita Rx value
- 300+ LCEUR per capita Rx value



Note: Estonia without hospital sales

Source: IQVIA, World Bank

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Country	Rx Pharma market absolute value 2024 [m LCEUR]	CAGR [%; 2022-2024]	Rx per capita [LCEUR; 2024]
Bosnia & Herzegovina	387	9.7%	109
Bulgaria	2,326	15.2%	312
Croatia	1,464	12.1%	338
Czech Republic	4,135	8.3%	371
Estonia ¹	302	13.9%	197
Hungary	2,703	10.4%	268
Latvia	398	14.5%	186
Lithuania	861	14.5%	265
Poland	10,570	18.1%	234
Romania	5,187	15.6%	235
Serbia	1,261	13.3%	165
Slovakia	1,839	11.1%	300
Slovenia	912	9.4%	394



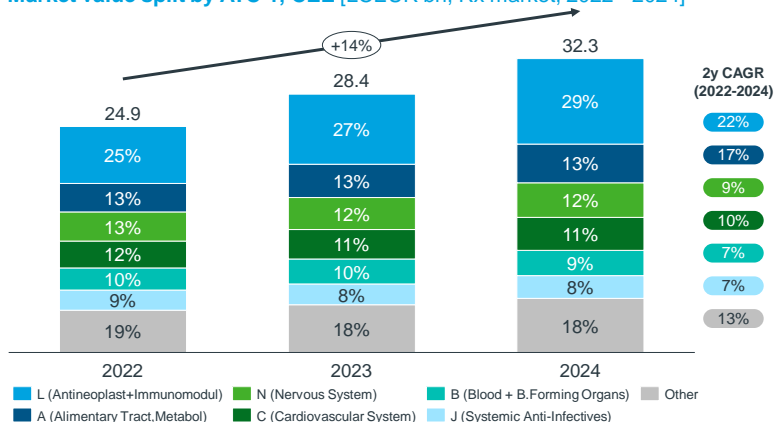
02 | COMPARISON OF CEE COUNTRIES

East Europe outperformed global market with last year growth of 14%, driven mainly by Oncology & Alimentary Tract & Metabolism

CEE market size

Central & Eastern Europe

Market value split by ATC 1, CEE [LCEUR bn, Rx market, 2022 - 2024]



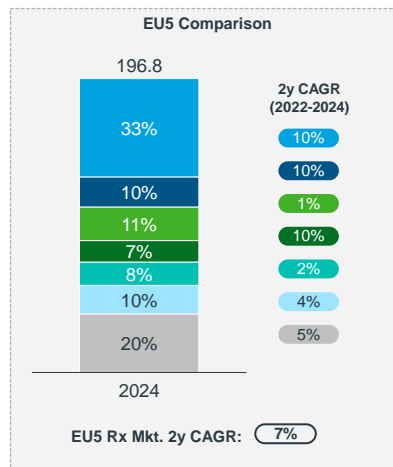
Note: CEE = Bosnia & Herzegovina, Bulgaria, Croatia, Czech Republic, Estonia, Hungary, Latvia, Lithuania, Poland, Romania, Serbia, Slovakia, Slovenia; EU5 = France, Germany, Italy, Spain, UK

Source: IQVIA MIDAS

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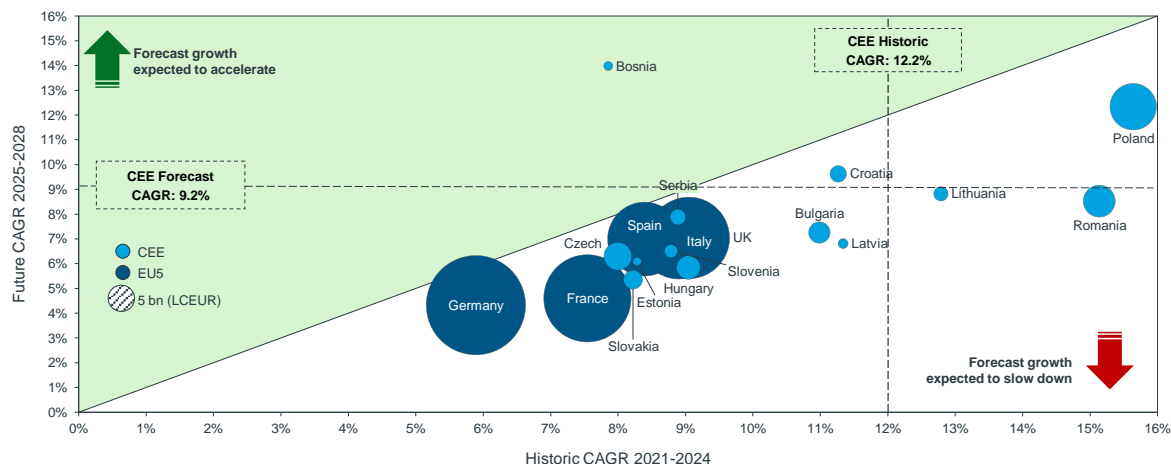
EU5 Rx Mkt. 2y CAGR: 7%

02 | COMPARISON OF CEE COUNTRIES

Pharma growth in Europe is slowing down amidst growing pressures in key markets

Major market segments growth [Rx + regOTC]

Central & Eastern Europe



Notes: Bubble size indicates 2024 sales. Growth calculated using constant exchange rates; Rebates and discounts are not considered; Contains Audited + Unaudited data

Source: Global Market Prognosis Sep 2024

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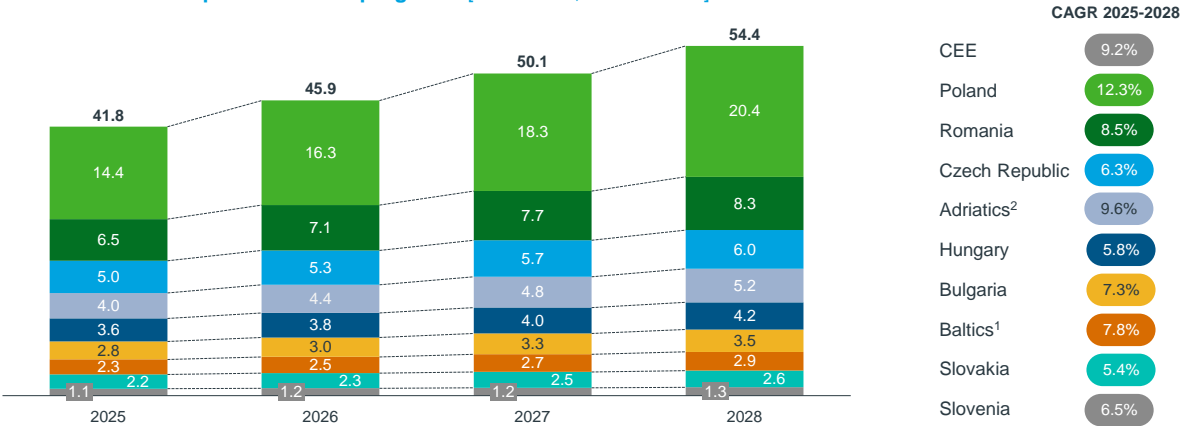
02 | COMPARISON OF CEE COUNTRIES

The prognosis for CEE region predicts pharma market growth of 9.2% in the following 3 years

CEE Market Prognosis forecast [Rx + regOTC]

Central & Eastern Europe

CEE countries total pharma market prognosis [LCEUR bn, 2025 – 2028]



1) Baltics include Lithuania, Latvia and Estonia 2) Adriatics include Croatia, Serbia and Bosnia & Herzegovina

Source: IQVIA Market Prognosis Global 2024-2028 - Country Forecast update (September, 2024)

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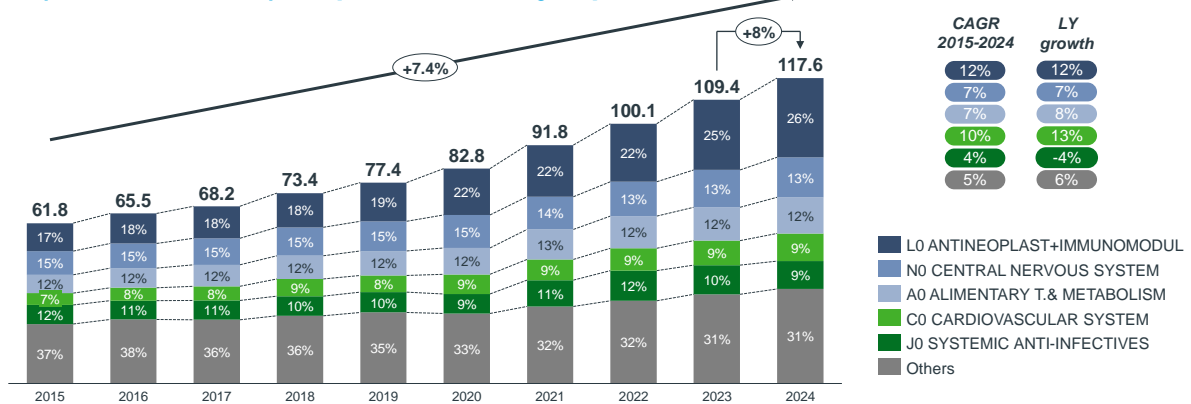
Czech market development

Since 2015, the Czech pharma market has expanded by 7.3%, with antineoplastics and immunomodulators leading the growth

10 years of Czech pharma market



CZ pharma market development [CZK ex-mnf, Rx + regOTC]



Source: IQVIA, SUKL DIS 13

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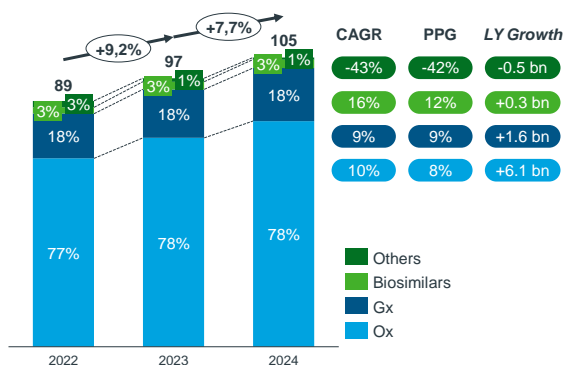
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Since 2022, sales value has grown faster than sold units; generics constitute half of the units but have a lower sales value than originals

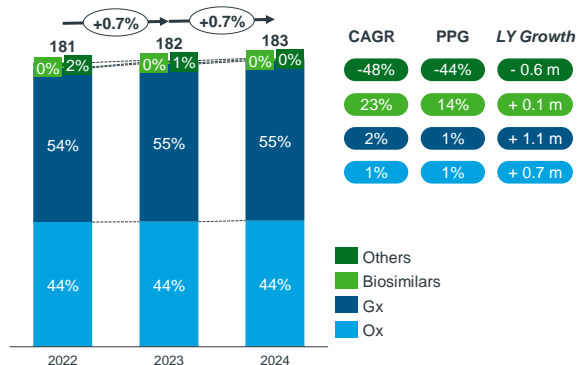
Rx market only: split by Ox¹, Gx², Biosimilars³ and Others⁴



CZ sales value [CZK, bn]



CZ volume [units, m]



Note: ¹Ox – Original Rx products protected by patent or with expired patent, ²Gx – Generic Rx products, ³Biosimilars – Biologic Rx product almost identical copy of an original product, ⁴Others – Rx products that are unsuitable to one of previous categories (primarily vaccines and biosimilars)

Source: IQVIA Sell-in ex-MNF

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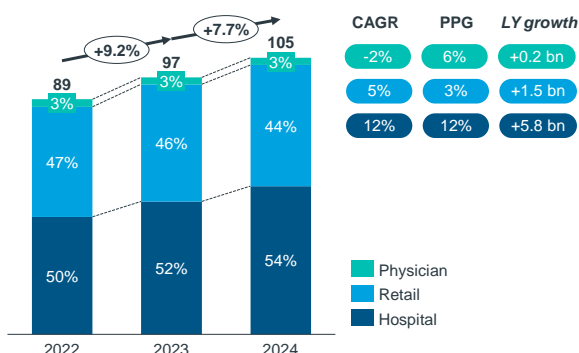
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Hospitals are the leading sales channel, capturing 54% of last year's sales value; chain PCYs account for 46% of retail sales

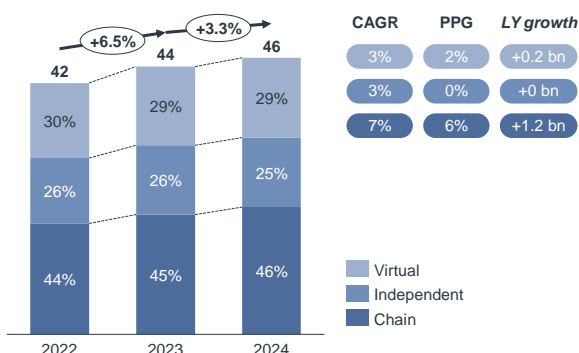
CZ Rx market split by channel [2022 – 2024]



CZ Rx sales value Retail / Hospital / Physician [CZK, bn]



CZ Rx Retail sales value Independent/Chain/Virtual [CZK bn]



Note: Top chains – Dr. Max, Benu, Euroclinicum; Top virtual chains – Alphega, Moje Léčárna, Magistra

Source: IQVIA Sell-in ex-MNF

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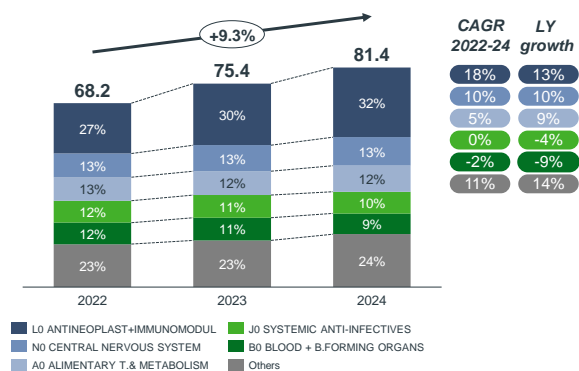
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Roche and Novartis lead the market of originals; antineoplastics and immunomodulators are prescribed the most

Ox market – top ATC1 classes and corporations



Total CZ Ox market value split by ATC 1 [CZK bn, 2022-2024]



Source: IQVIA Sell-in ex-MNF

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Top 10 Corporations [CZK bn, 2022-2024]

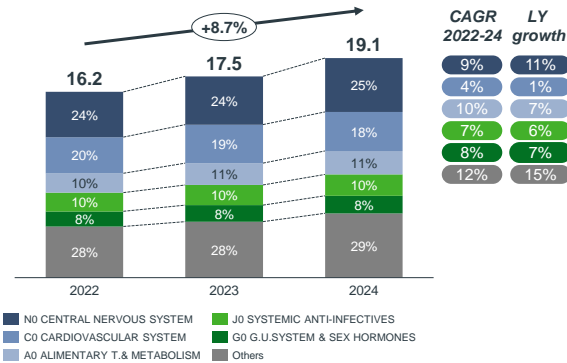
#	Corporations	Sales in 2024 [CZK bn]	CAGR 2022-2024 [%]	LY ('23-'24) growth [%]
1	ROCHE	6.38	27%	28%
2	NOVARTIS	6.02	7%	8%
3	MSD	4.86	30%	33%
4	JOHNSON & JOHNSON	4.77	12%	11%
5	ASTRAZENECA	4.31	22%	12%
6	SANOFI	4.24	6%	3%
7	PFIZER	4.19	13%	-2%
8	NOVO NORDISK	3.34	7%	13%
9	BRISTOL-MYERS SQB	2.64	1%	-4%
10	ABBVIE	2.58	6%	0%
Top 10		43.3	14%	11%
Others		38.1	5%	5%
Total		81.4	9%	8%

CNS and cardiovascular drugs are the most sold products on generic market, domain of Zentiva

Gx market – top ATC1 classes and corporations



Total CZ Gx market value split by ATC 1
[CZK bn, 2022-2024]



Top 10 Corporations [CZK bn, 2022-2024]

#	Corporations	Sales in 2024 [CZK bn]	CAGR 2022-2024 [%]	LY ('23-'24) growth [%]
1	ZENTIVA	3.02	10%	13%
2	TEVA	1.95	5%	7%
3	SANDOZ	1.44	4%	8%
4	KRKA	1.22	3%	0%
5	VIATRIS	0.95	9%	6%
6	FRESENIUS	0.72	13%	7%
7	EGIS	0.63	10%	11%
8	ACCORD HEALTHCARE	0.57	6%	3%
9	MEDOCHEMIE	0.52	12%	14%
10	PRO MED	0.47	4%	6%
Top 10		11.5	7%	8%
Others		7.6	11%	11%
Total		19.1	9%	9%

Source: IQVIA Sell-in ex-MNF

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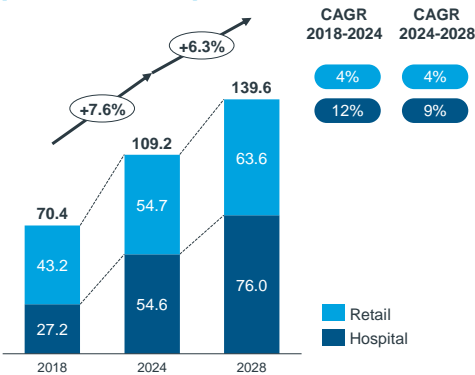
The Czech pharma market will grow by 6.3%; sales in hospitals will slightly exceed those in retail, with oncology products leading the sales

Czech Market Forecast (Rx + regOTC)

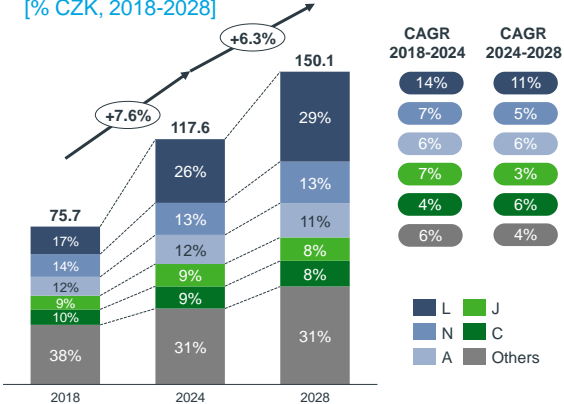
Only Rx and registered OTC products are included in the forecast



CZ sales value Retail/Hospital
[CZK bn, 2018-2028]



CZ sales value by ATC classes
[% CZK, 2018-2028]



Note: 1) Forecast is only for O_x – Original Rx products protected by patent or with expired patent; G_x – Generic Rx products and registered CHC (OTC) products (without Physician channel)

Source: IQVIA Market Prognosis 2024-2028, January 2025

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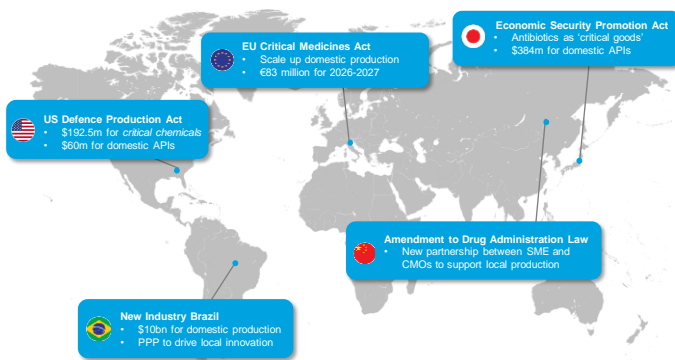


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Spotlight on the supply chain

The global supply chain is facing increasing disruption

Direct incentives and tariffs could reshape the supply chain landscape globally



Key Considerations in Manufacturing

-  **Domestic reshoring** – drive to expand local manufacturing capacity
-  **Drug shortages** – geopolitical tensions impacting availability
-  **API dependence** – high reliance on India and China for API sourcing
-  **FDA inspections** – high backlog of facilities inspection since COVID-19



Latest insights on shortages

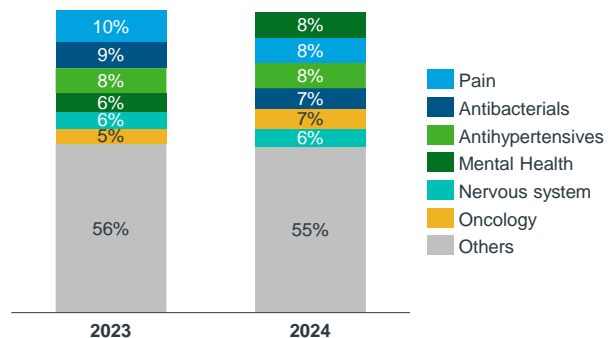


Increased protectionism under the Trump administration could mean **increased uncertainty and disruption in the short term**



Achieving **'strategic autonomy' in Europe** may lead to more supply chain shocks as decoupling from China continues

Top therapy areas with shortages



Source: IQVIA Shortages Platform, *week 20-2024. Note: Active shortages with a start date in past 12 months, past 52 weeks as of May 13th. Projected trendline considering an estimated number of shortages for the countries with improved source or methodology.

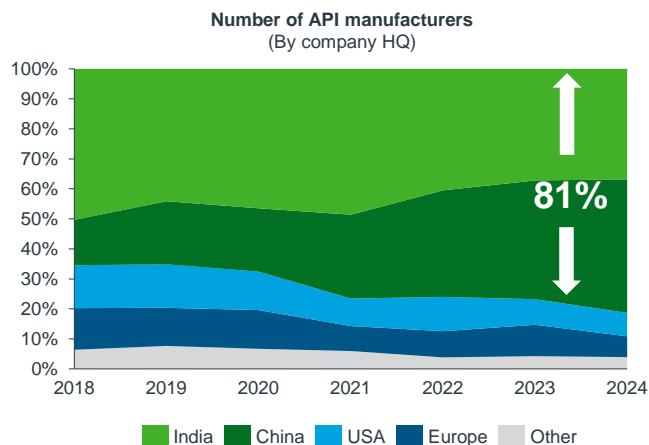
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Pharma is increasingly reliant on India and China for API

While data on companies exists, information around API remains opaque



Key insights

- Since 2018, share of China and India HQ **has increased from 65% to 81%**
- US and Europe **combined share halved to ~14%** during this period, as manufacturers downsized production in the West



Existing data only details the **location of API manufacturers by HQ**, not their relative supply volume

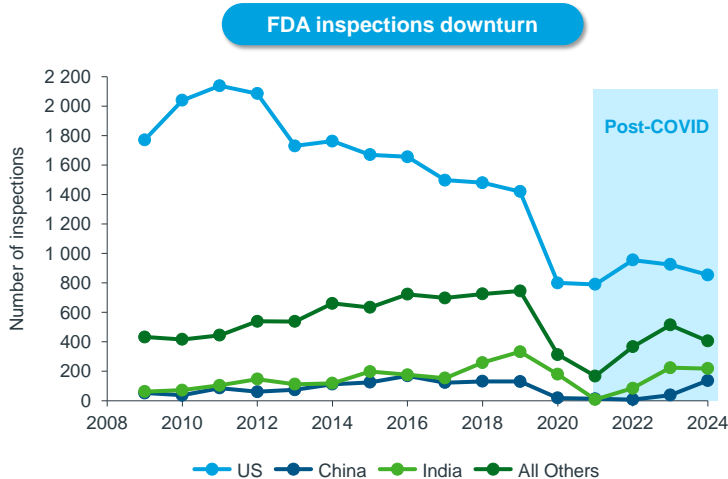
Source: FDA API Drug Master Files (DMF). Note: API DMFs are documents containing information on APIs that are submitted to the U.S. Food and Drug Administration (FDA) by API manufacturers to provide confidential, detailed information about facilities, processes, or articles used in the manufacturing, processing, packaging, and storing of human drug products. Not all drug products utilize APIs referencing DMFs, but the geographic analysis of DMFs can provide a perspective on where API manufacturing is trending. * Rubicon Research (Jul 2024).

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FDA inspections continue to be below pre-COVID levels, with risk of further disruptions



Key insights

- Drug inspections expected to **decline further in 2025** following HHS' announcement of 10,000 jobs cut
- Out of 4,700 plants that make drugs for the US, **42% were overdue for inspection** in Sep*
- Following the HHS cuts, a pilot program focused on **unannounced foreign inspections** has been put on hold

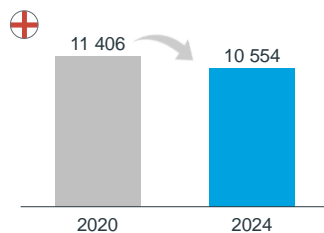
Source: FDA <https://data.fda.gov/drugs/inspection/index.html> Associated Press analysis of FDA data released in 2024. HHS: US Department of Health and Human Services
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The pharmacy landscape continues to see disruption

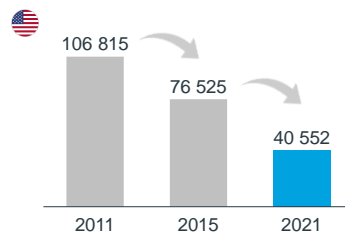
Pharmacy closures



Pressures on 'brick and mortar'

- ~800 pharmacies shut since 2021 (7%) in England
- Lowest number in nearly 20 years

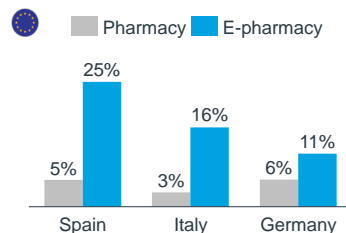
Labour shortages



Student enrolment declines

- 60% decrease in 10 years in the US
- Acceptance rates remain high (87%)

e-pharmacy growth



YoY value growth

- Fastest growth in EU4 is in Spain
- Largest market is Germany (€3.6bn)

Source: Source: NHS TRUD Organisation data; American Association of Colleges of Pharmacy (AACP); IQVIA 'The rise of e-commerce in the Health and Wellbeing market' (March 2025)
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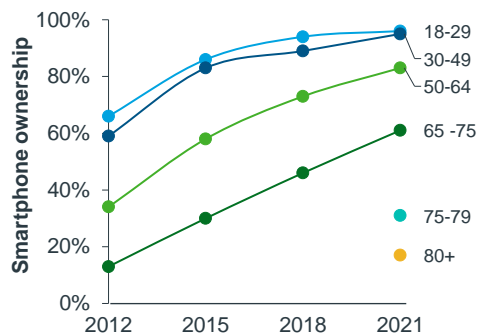
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The sector must adapt to the changing purchasing habits of growing customer segments

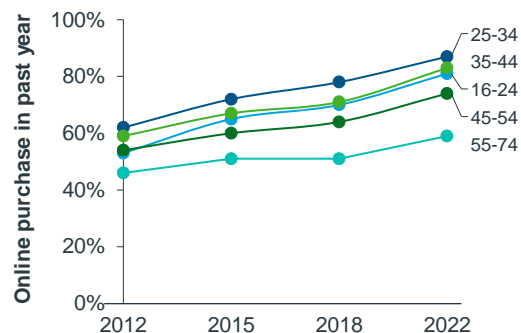
Development of social media purchasing is a growing trend though for a small customer segment



Digital divide is closing



Online buying is normal



Source: Pew Research (2022); European Commission Eurostat data (2022); UK Pharmacy dispensing figures (CPE); NAB Pharmacy Survey (2021)
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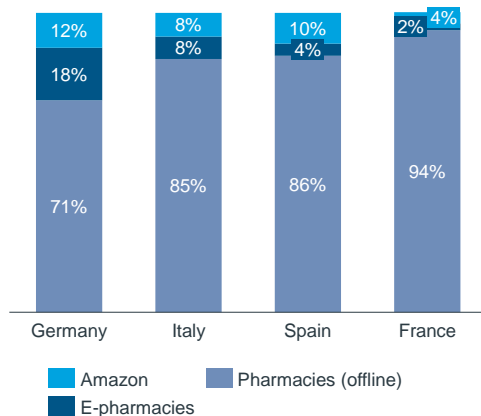
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Traditional brick & mortar pharmacies remain the major players, but e-commerce is growing faster



Pharmacy sales breakdown



Amazon's online sales vs e-pharmacies



Source: IQVIA 'The rise of e-commerce in the Health and Wellbeing market' (March 2025)
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Thank you for your attention.

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