

Pharma Market Update Key Trends and forecasts

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List of Abbreviations

- Al: Artificial Intelligence
- APAC: Asia-Pacific
- CAGR: Compound Annual Growth Rate
- CEE: Central and Eastern Europe
- CH: Consumer Health
- CIS: Commonwealth of Independent States
- EEA: European Economic Area
- EFPIA: European Federation of Pharmaceutical Industries and Associations
- EMEA: Europe, Middle East, and Africa
- ESG: Environmental, Social, and Governance
- EU4 : Germany, Spain, Italy, France
- HTA: Health Technology Assessment
- JCA: Joint Clinical Assessment
- LATAM: Latin America

- LCEUR: Local Currency Euro
- LY: Last Year
- MAT: Moving Annual Total
- PAC: Patient Care
- PCY: Pharmacy
- PEC: Personal Care
- PI: Parallel Import
- RWE: Real-World Evidence
- Rx: Prescription Drugs
- SE: Southeast Asia
- Tx: Treatments
- Vx: Vaccines
- WE: Western Europe
- YoY: Year-over-Year







O1Global Trends

and funding

capacity

Healthcare

Nine issues/trends impacting healthcare and prescription medicine markets that are new or inflecting from 2025 onwards

Global view

Macro/environmental issues

After the electoral party: What does 2025 mean for healthcare/Life Sciences

Innovative/therapeutic

When will the Obesity market hit reality?

Business/competitive

Manufacturing as a strategy

Breaking the mould of the healthcare delivery paradigm

Al: the great divergence for Life Sciences

Consumerization of healthcare provision drives a different type of primary care market

Climate change hits healthcare

Over the horizon: What innovation will headline for 2025?

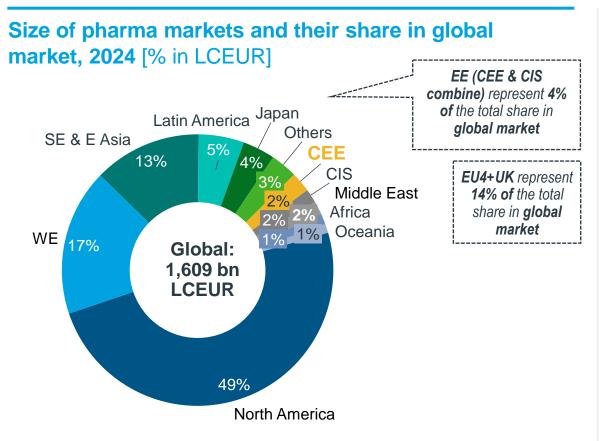
Failure to launch: Will the investment environment improve in 2025, and what happens if it doesn't?

Geopolitical instability and risk

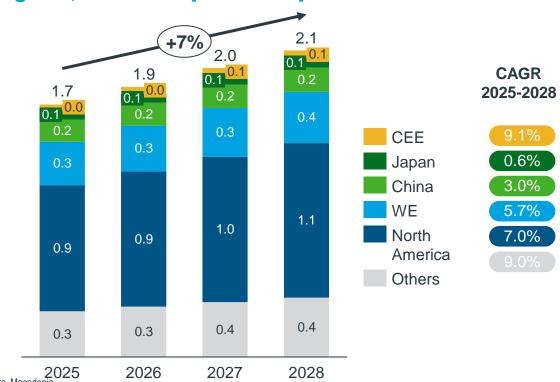
East Europe comprise 4% of global market with CEE having the highest growth expectations in the long term

Pharma market overview [Rx + regOTC]

Global view







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, Świtzerland, Finland, Norway, Ireland

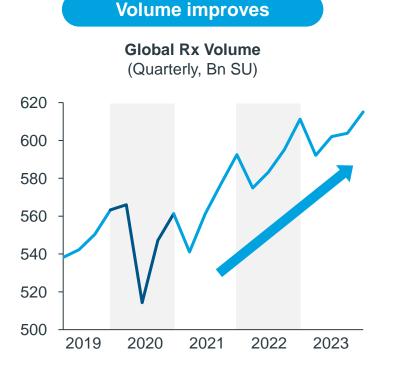
EU4: Spain, Italy, Germany, France



Uneven recovery and stressed healthcare systems mark the postpandemic pharma environment

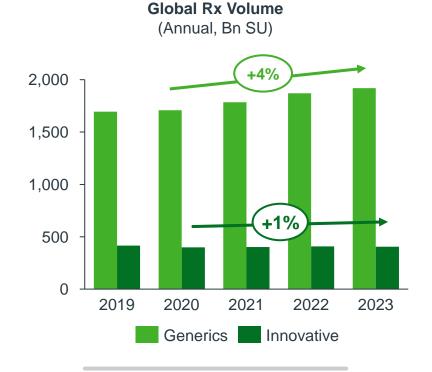
Current global pharma market trends





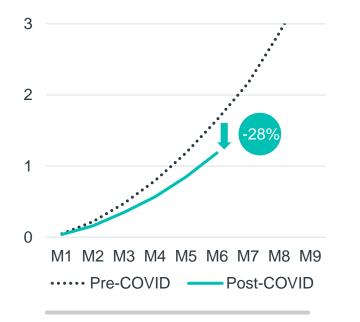
Volume recovers, driven by Gx

Driven by generics



Launches struggle

Median cumulative sales of innovative launches (Mn USD, Top 8 Countries)*



- Innovative volume has been increasing since 2020 but remains below pre-COVID levels
- Note: *Pre-COVID launches: 2017-2019, Post-COVID launches from 2020-H1 2023, Excludes Hep C products, COVID-19 Vaccines and Treatments, Countries in scope are US, EU4+UK, Japan & China

- New launches introduce innovation
- Constrained healthcare system

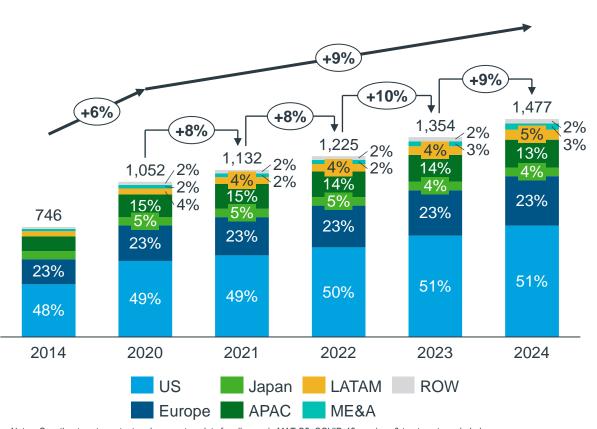


Global Rx market grows 9% YoY to reach \$1.5 Tn, fuelled by specialty biologics

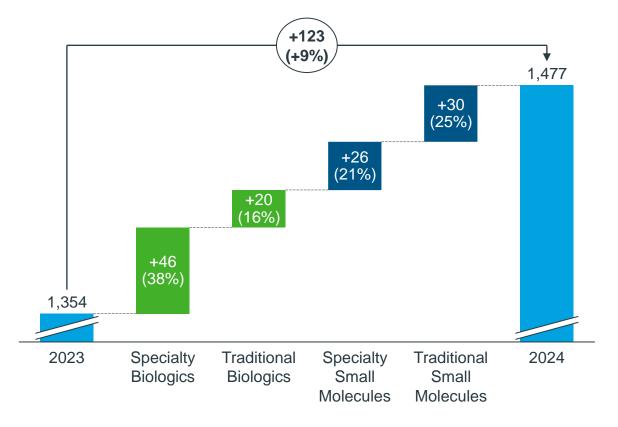
Global growth drivers

Global view

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



Drivers of Global Growth 2023-24 [bn USD]

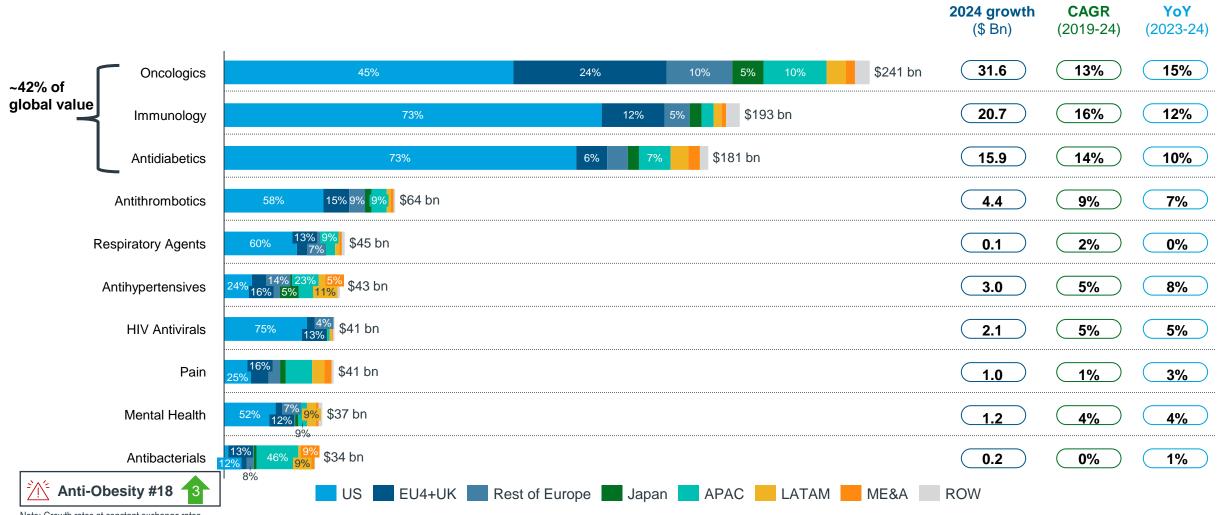


Notes: Growth rates at constant exchange rates; data for all years is MAT Q3, COVID-19 vaccines & treatments excluded

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

Sales in therapy areas in 2024



Note: Growth rates at constant exchange rates

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



Global view

Abbvie reported highest sales in 2024, closely followed by J&J; highest YoY growth of 24% was reported for Lilly

Top 10 Corporations by latest sales

Global view

Top 10 corporations by sales [2024, bn USD]



Growth rates at constant exchange rates

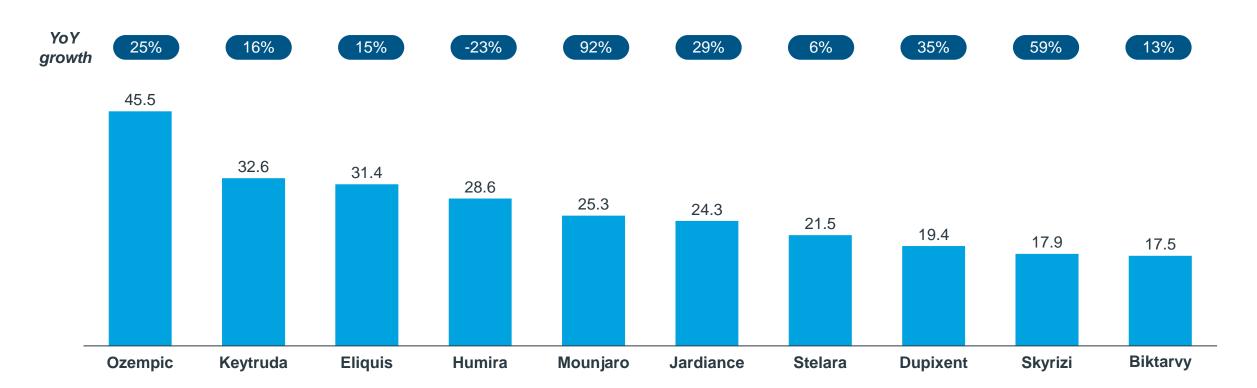


Ozempic is the #1 global brand reaching 45.5 bn USD in 2024, Mounjaro recorded the highest YoY growth (92%)

Top 10 Global brands by latest sales

Global view

Top 10 global brands by sales value [2024, bn USD]



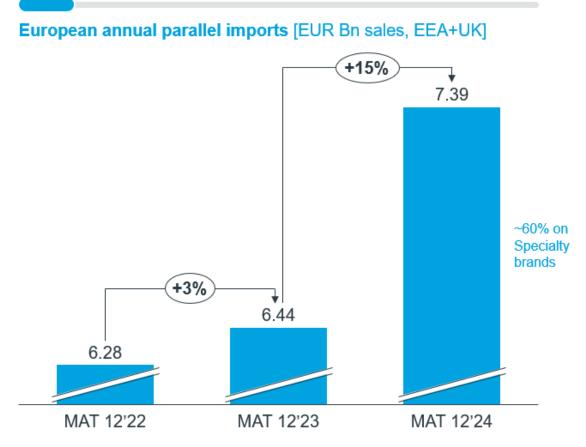
Growth rates at constant exchange rates



European Parallel Import (PI) sales reached €7.39bn with substantial growth of +15% in MAT 12'24

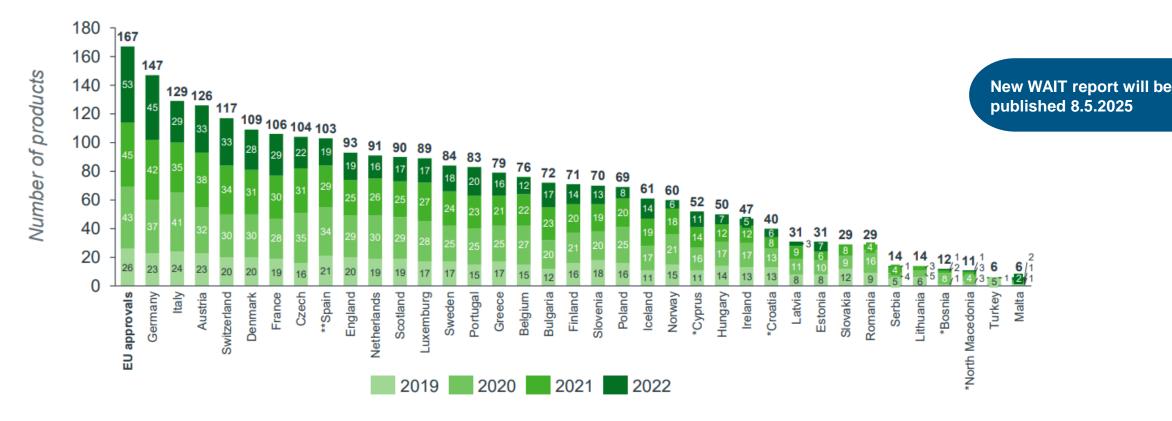
PI overview across EEA+UK





Total Availability by approval year (2019-2024)

The total availability by approval year is the number of medicines available to patients in European countries as of 5th January 2024 (for most countries this is the point at which the product gains access to the reimbursement list), split by the year the product received marketing authorization in Europe.



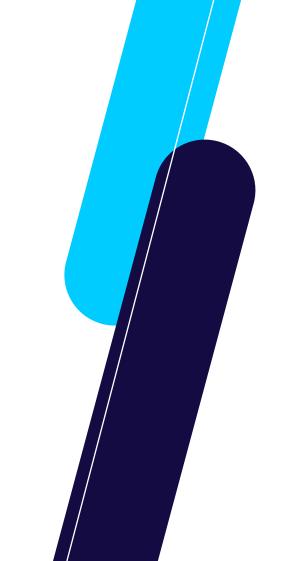
European Union average: 72 products available (43%). In most countries availability equates to granting of access to the reimbursement list, except in DK, FI, LU, NO, SE where some hospital products are not covered by the general reimbursement scheme.





02

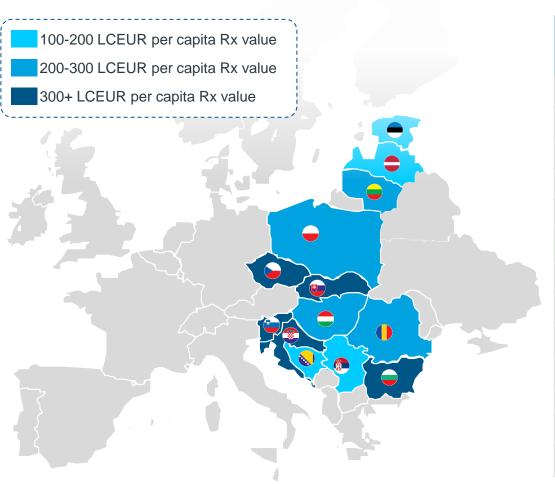
Comparison of CEE Countries

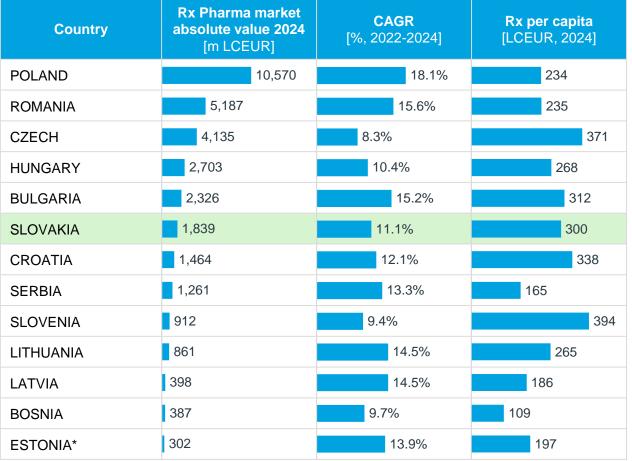


Poland is by far the largest market, Romania ahead of Czechia, Slovakia in top 5 highest Rx per capita sales

CEE region overview

Central & Eastern Europe





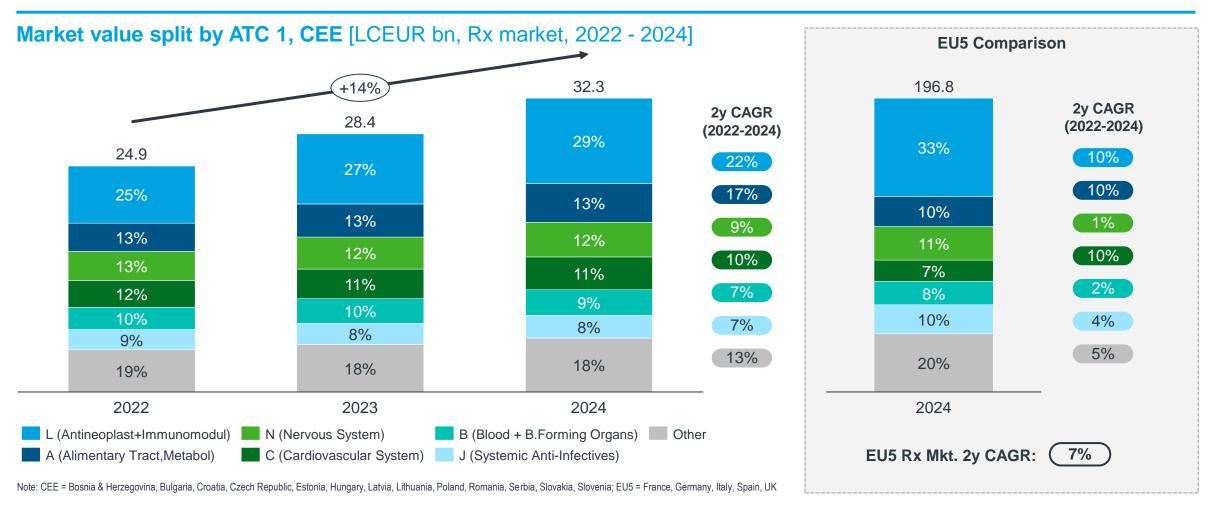
Note: Estonia without hospital sales

Source: IQVIA, World Bank

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

CEE segment size

Central & Eastern Europe



Source: IQVIA MIDAS

02 | COMPARISON OF CEE COUNTRIES

Novartis and AstraZeneca lead the market with each having 5.1% market share

Top 10 CEE Companies [Rx + regOTC]

Central & Eastern Europe

#	Corporation	MS 2024 [%]	2022 [LCEUR m]	2023 [LCEUR m]	2024 [LCEUR m]	YoY 2023-2024 [%]	CAGR 2022-2024 [%]	Key products
1	NOVARTIS	5.1%	1,297	1,505	1,649	1 0%	13%	Entresto, Zolgensma, Jakavi, Kisqali, Cosentyx, Kesimpta
2	ASTRAZENECA	5.1%	847	1,169	1,647	41 %	39%	Forxiga, Lynparza, Tagrisso, Imfinzi
3	MSD	5.0%	1,076	1,271	1,628	28%	23%	Keytruda, Gardasil 9
4	ROCHE	4.8%	1,147	1,376	1,542	12 %	16%	Tecentriq, Ocrevus, Parjeta, Kadcyla, Evrysdi
5	JOHNSON & JOHNSON	4.4%	958	1,141	1,417	24%	22%	Imbruvica, Darzalex, Stelara, Erleada, Tremfya
6	PFIZER	3.6%	913	1,068	1,165	9%	13 %	Eliquis, Ibrance, Enbrel
7	NOVO NORDISK	3.5%	756	969	1,126	1 6%	22 %	Ozempic, Rybelsus, Saxenda, Tresiba, NovoRapid, Xultophy
8	SANOFI	2.9%	819	879	928	6%	6%	Clexane, Toujeo, Dupixent, Praluent
9	SERVIER	2.8%	749	812	901	11 %	10%	Triplixam, Detralex, Milurit, Prestarium,Lonsurf
10	SANDOZ	2.5%	702	748	816	9%	8%	Omnitrope, Hyrimoz, Binocrit, Amoksiklav
	Top 10	40%	3,265	10,937	12,818	17%	18%	
	Others	60%	15,613	17,483	19,527	18%	12%	
	Total	100%	24,878	28,420	32,345	14%	14%	

Note: CEE = Bosnia & Herzegovina, Bulgaria, Croatia, Czech Republic, Estonia, Hungary, Latvia, Lithuania, Poland, Romania, Serbia, Slovakia, Slovenia

Source: IQVIA MIDAS

Keytruda dominates the CEE market with EUR 1.3bn annual sales

Top 10 CEE brands

Central & Eastern Europe

#	Brand	ATC2	Corporation	MS 2024 [%]	2024 sales [LCEUR m]	YoY 2023 vs. 2024 [%]	CAGR 2022-2024 [%]
1	KEYTRUDA	L1 (ANTINEOPLASTICS)	MSD	4,0%	1,300	37%	37%
2	OPDIVO	L1 (ANTINEOPLASTICS)	BMS	1,8%	572	26%	26%
3	OZEMPIC	A10 (DRUGS USED IN DIABETES)	Novo Nordisk	1,6%	514	35%	58%
4	ELIQUIS	B1 (ANTITHROMBOTIC AGENTS)	Pfizer	1,5%	494	11%	17%
4	DARZALEX	L1 (ANTINEOPLASTICS)	Johnson & Johnson	1,3%	406	51%	68%
5	XARELTO	B1 (ANTITHROMBOTIC AGENTS)	Bayer	1,2%	392	-29%	-13%
6	JARDIANCE	A10 (DRUGS USED IN DIABETES)	Boehringer Ingelheim	0,9%	301	49%	61%
7	IMBRUVICA	L1 (ANTINEOPLASTICS)	Johnson & Johnson	0,9%	294	11%	13%
9	XTANDI	L2 (CYTOSTATIC HORMONE THER)	Astellas	0,9%	278	6%	13%
10	FORXIGA	A10 (DRUGS USED IN DIABETES)	AstraZeneca	0,8%	274	51%	68%
			Others	86%	27,863	12%	12%
			Total	100%	323,450	14%	14%

Note: CEE = Bosnia & Herzegovina, Bulgaria, Croatia, Czech Republic, Estonia, Hungary, Latvia, Lithuania, Poland, Romania, Serbia, Slovakia, Slovenia

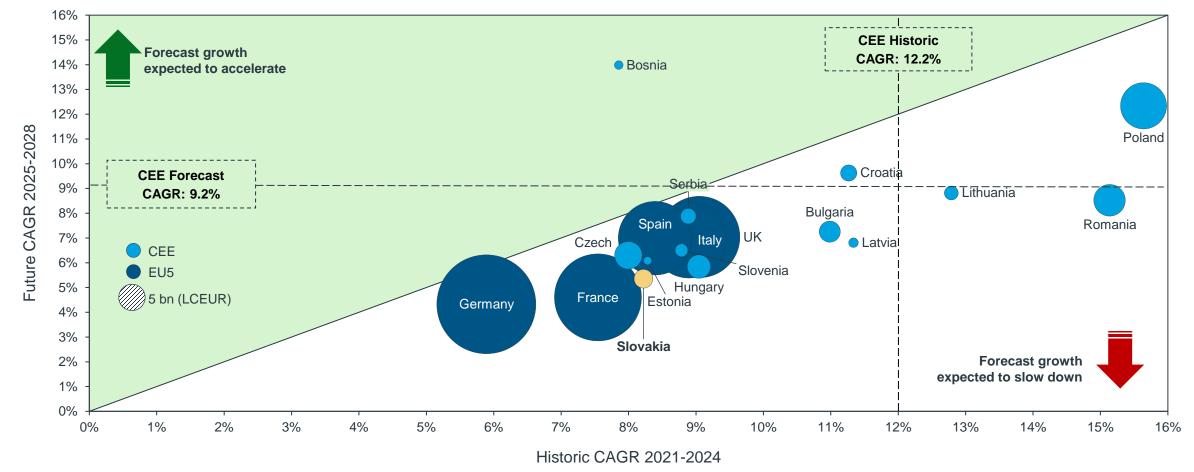
Source: IQVIA MIDAS

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

Major 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

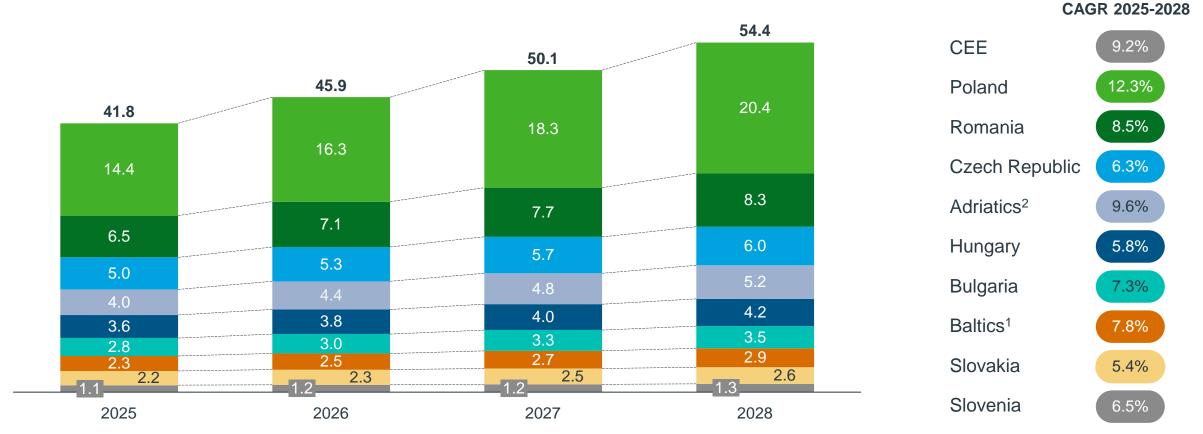
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The prognosis for CEE region predicts pharma market growth of 9.2% in the following 3 years

CEE Market Prognosis forecast [Rx + regOTC]

Central & Eastern Europe

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



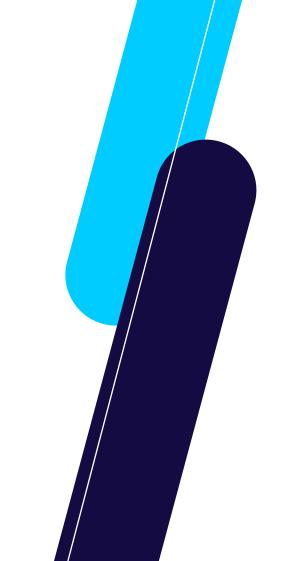
¹⁾ Baltics include Lithuania, Latia and Estonia 2) Adriatics include Croatia, Serbia and Bosnia & Herzegovina

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03

Slovak Pharma Sector Overview







2 | Slovak Pharma Sector Overview

Rx

We have identified "9 hot topics" in the Slovak Republic that will shape pharma and healthcare sectors in 2025 going forward

Factors influencing Slovak healthcare system

Aging population, behavioral risk (diet smoking), low disease prevention (but e.g. new cardio vascular plan)

Program decree for 2025 published in March 2025

Hospital inefficiencies and system transparency

Increasing pressures on healthcare spending, low healthcare spending to GDP, low to none payers reserves

Low data availability and low use of RWE

New launches, access to innovation, expensive Car T and cell & gene therapies

Digitalization not fully implemented

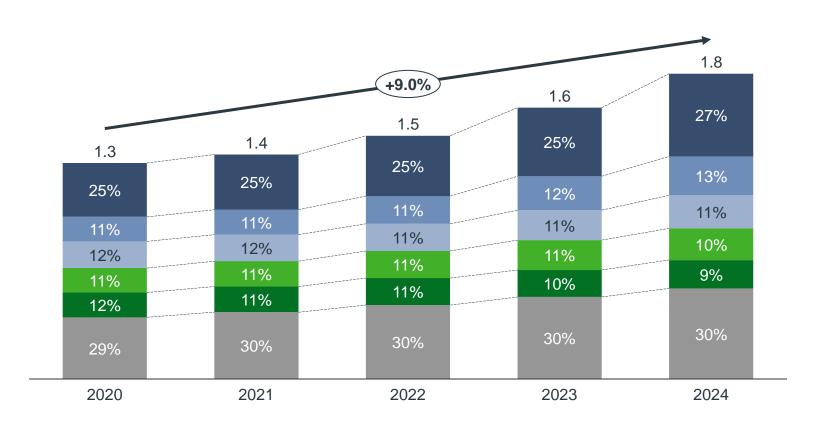
Global geo-political instability from Russia/Ukraine war to USA import tariffs/customs Local/EU Legislative changes e.g. HTA for vaccines, safety stock, PICO framework (JCA), waste water, ESG

In last 5 years, SK pharma sector has grown by 9%, driven primarily by the performance of antineoplastics and immunomodulators

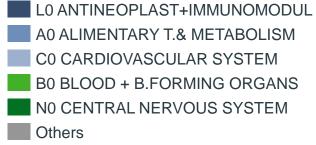
5 years of Slovak Rx pharma sector 2020-2024



SK pharma industry development [EUR bn, ex-mnf, Rx]









Last year the value of the SK pharma sector increased both in EUR sales (12.5% PPG) and in units (2.0% PPG)

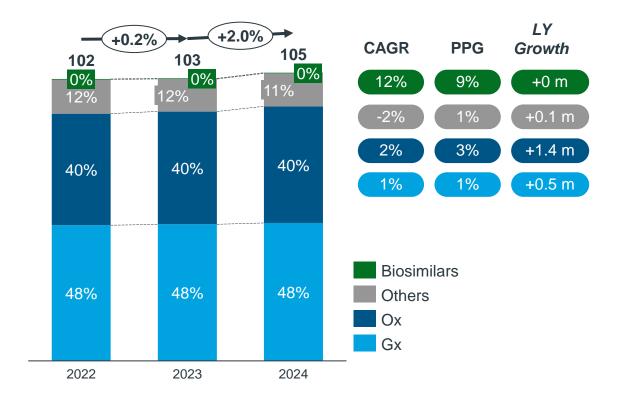
SK Rx segment only: split by Ox1, Gx2, Biosimilars3 and Others4



SK Rx sales value [EUR bn, 2022-2024]

+12.5% **CAGR PPG** LY Growth +8.8% 8% 4% +2 m 10% 1.5 13% +20 m 10% 15% 5% 5% +20 m 16% 16% 15% +171 m 73% 72% **Biosimilars** 70% Others Ox 2022 2023 2024

SK Rx volume [units m, 2022-2024]



Note: 10x - 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 - Other Rx products such as COVID-19 medicines, special joint lubrications, etc.

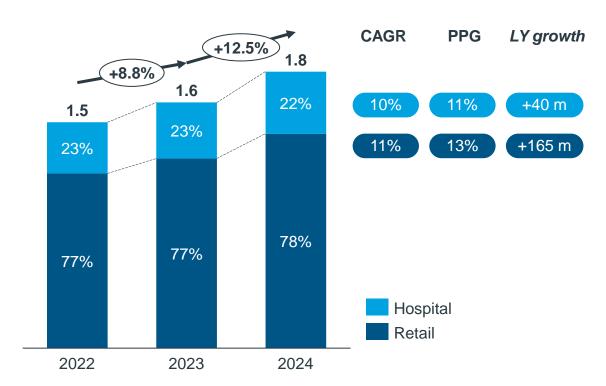
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Retail is the leading sales channel, capturing 77% of last year's sales value; virtual PCYs account for 58% of retail sales

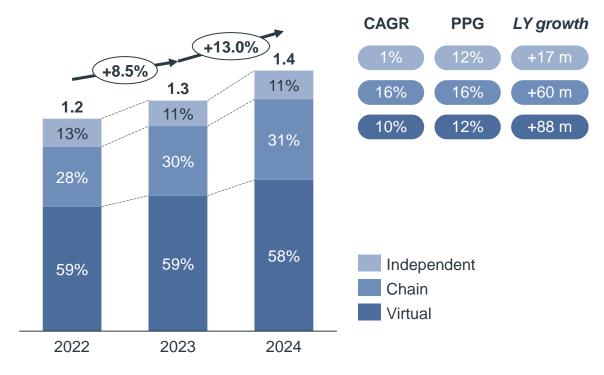
SK Rx segment split by channel



SK Rx sales value Retail/Hospital/Physician [EUR bn. 2022-2024]



SK Rx Retail sales value Independent/Chain/Virtual [EUR bn, 2022-2024]



Note: Top chains – Dr. Max, Benu, Farmakol ; Top virtual chains – Vasa Lekaren, Plus Lekaren, Partner Top PCY- Pharmacy

Source: IQVIA Sell-in ex-MNF



In 2024, Keytruda surged to the top with 57% growth, surpassing Eliquis, which dropped a spot, while growing 12%

Top 10 ranking of Rx brands



#	Brand (launch year)	Indication	Corporation	Sales & market share [2024, EUR m]	Value growth / decline [2024 vs 2023]	Position change [2024 vs 2023; change in position]
1	KEYTRUDA (2016)	Multiple onco: e.g. NSCLC, melanoma	MSD	35.2 (2%)	57%	+1
2	ELIQUIS (2012)	Deep vein thromb., atrial fib., pulm. embolism	PFIZER	26.4 (1%)	12%	1 −1
3	JARDIANCE (2014)	Type 2 diabetes, heart failure, chronic kidney disease	BOEHRINGER INGEL	25.6 (1%)	84%	+6
4	HUMIRA (2002)	Arthritis, psoriasis, CD1, UC2 & others	ABBVIE	23.1 (1%)	3%	1 −1
5	OZEMPIC (2017)	Type 2 diabetes, cardiovascular risk reduction, weight management	NOVO NORDISK	20.3 (1%)	60%	+6
6	IMBRUVICA (2015)	Leukemia CLL/ SLL2	JOHNSON & JOHNSON	20.2 (1%) -8%		-4
7	FRAXIPARINE (1984)	Deep vein thromb., atrial fib., pulm. embolism	VIATRIS	19.5 (1%)	31%	∳ -2
8	EYLEA (2011)	Diabetic Macular Edema, wet AMD, Retinal Vein Occlusion	BAYER	19.2 (1%)	12%	-5
9	ENTRESTO (2015)	Chronic heart failure	NOVARTIS	17.1 (1%)	21%	-3
10	STELARA (2009)	Psoriasis, CD1, UC2	JOHNSON & JOHNSON	16.4 (1%)	7%	-6
	Top 10			223	25%	
	Others		1,619	11%		
	Total			1,842	13%	

Source: IQVIA Sell-in ex-MNF

The top 2 corporations maintained their 2023 ranking, with Novartis leading the way with 7% share

Top 10 ranking of corporations in Rx segment



#	Corporation	Top brands	Sales & market share [2024, EUR m]	Value growth / decline [2024 vs 2023]	Position change [2024 vs 2023; change in position]
1	NOVARTIS	Entresto, Jakavi, Kisqali	133.9 (7%)	7%	0
2	JOHNSON & JOHNSON	Darzalex, Erelada, Imbruvica	114.0 (6%)	9%	→ 0
3	ROCHE	Phesgo, Ocrevus, Tecentriq	73.6 (4%)	15%	+4
4	ZENTIVA	Xanirva, Rilmex, Eleveon	67.2 (4%)	6%	₹ +1
5	TAKEDA	Entyvio, Kiovig, Hyqvia	66.8 (4%)	6%	₹ +1
6	PFIZER	Eliquis, Prevenar 13, Enbrel	66.4 (4%)	1%	-2
7	ABBVIE	Humira, Rinvoq, Skyrizi	66.0 (4%)	11%	+2
8	SANOFI	Clexane, Praluent, Dupixent	64.8 (4%) -1%		-5
9	VIATRIS	Fraxiparine, Magnosolv, Thioctacid Meda	61.4 (3%)	6%	1 −1
10	NOVO NORDISK	Ozempic, Xultophy	54.3 (3%)	12%	+2
12	MSD	Keytruda, Gardasil	51.6 (3%)	41%	+5
	Top 10		769	7%	
	Others		1,074	5%	
	Total		1,843	6%	

Source: IQVIA Sell-in ex-MNF





2 | Slovak Pharma Sector Overview

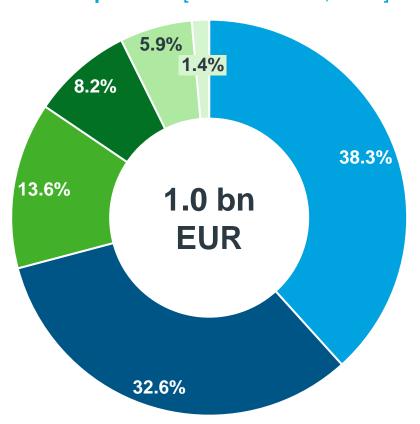
Consumer Health

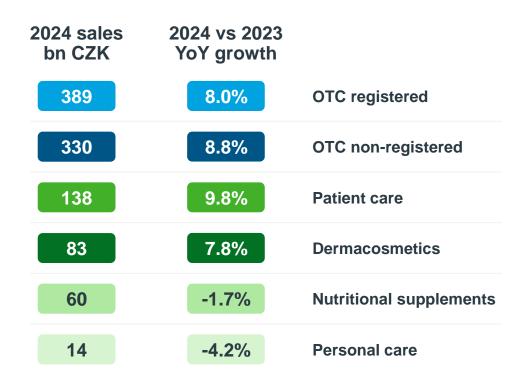
The Consumer Health segment in SK grew faster in 2024 than Rx and has exceeded 1.0bn EUR for the first time

Total CH segment overview



CH segment components [EUR % and m, 2024]



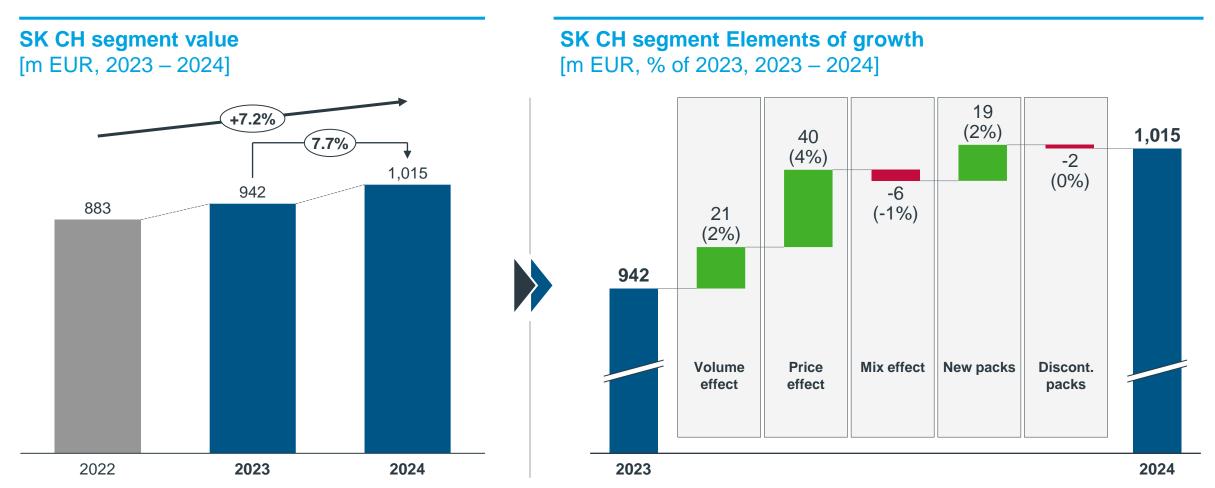




Price increase effect has had the most impact on overall growth; a significant number of new packs introduced

Industry elements of growth





Note: 1) Mix effect Change in sales due to the change of consumer basket; shift towards higher volume of lower-priced products (smaller packs)







2 | Slovak Pharma Sector Overview

Forecast

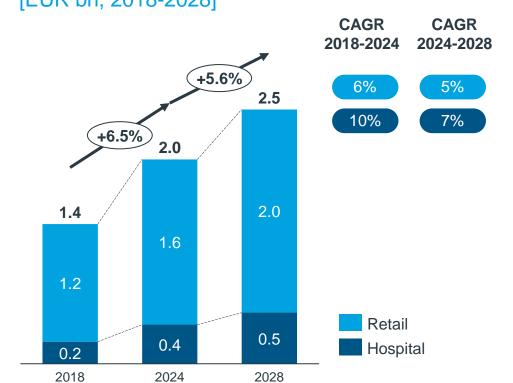
Slovak pharma segment expected to grow by 5.6%, with oncology products leading the expected growth in sales

Slovak pharma segment Forecast [Rx + regOTC]

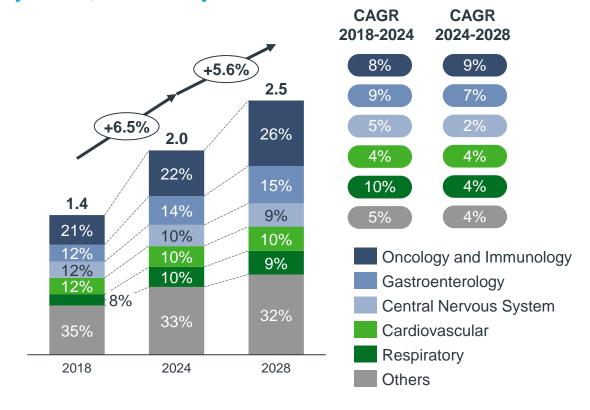
Only Rx and registered OTC products are included in the forecast



SK sales value Retail/Hospital [EUR bn, 2018-2028]



SK sales value by ATC classes [% EUR, 2018-2028]



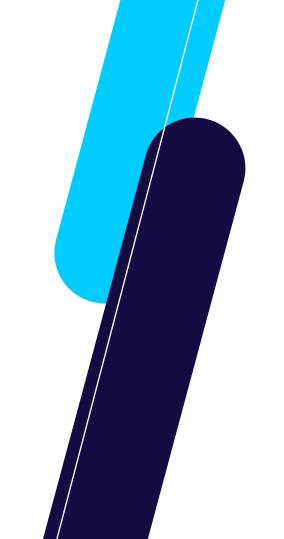
Note: 1) Forecast is only for Ox - Original Rx products protected by patent or with expired patent; Gx - Generic Rx products and registered CHC (OTC) products





04

Q&A





Thank you for your attention.



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