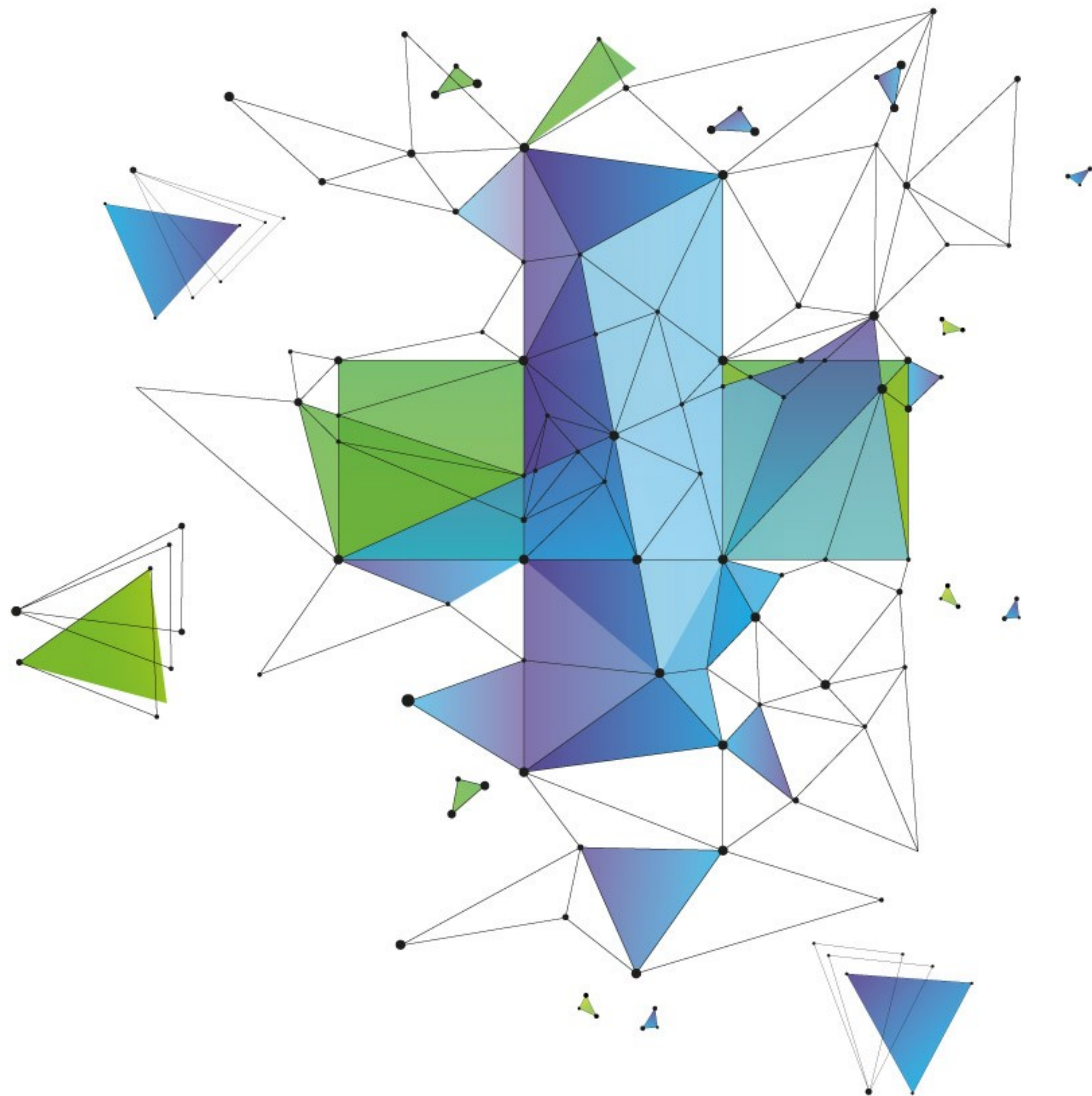


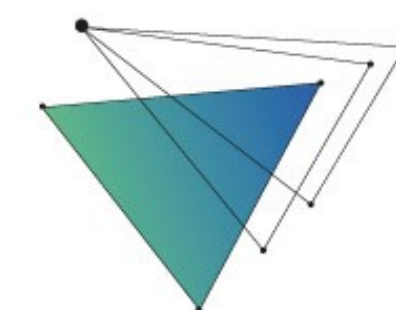
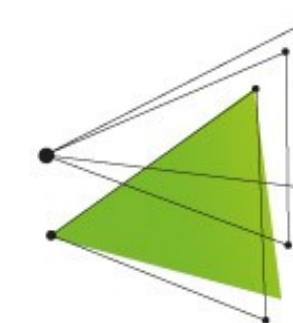
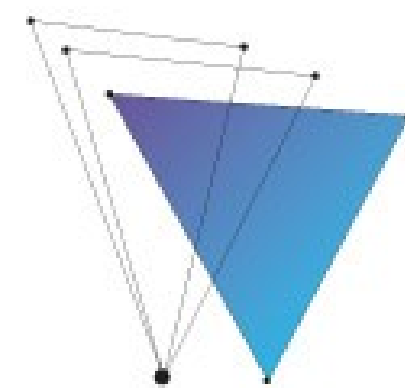


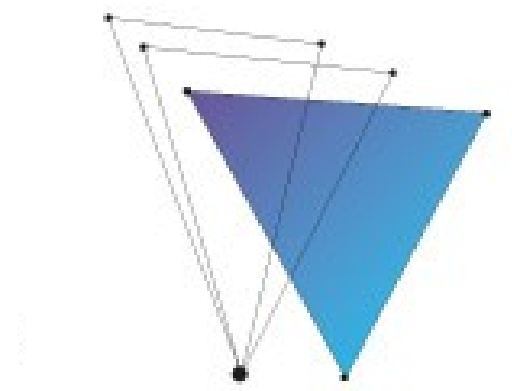
The Network's Road

5^a edizione

Il successo è misurabile

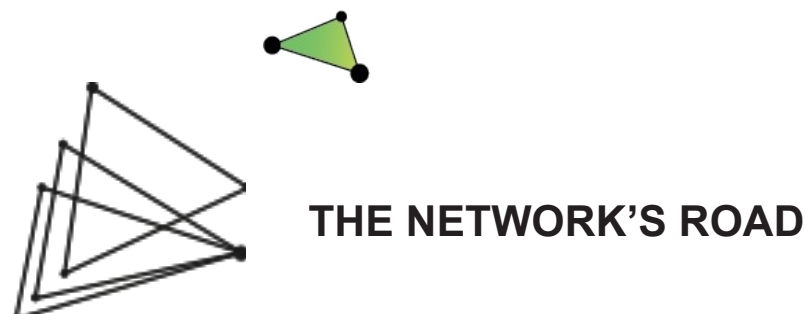
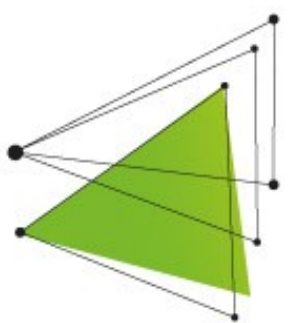
Evoluzione delle reti dei farmacisti tra *loyalty*,
compliance, *private label*, *franchising* e progetti
innovativi



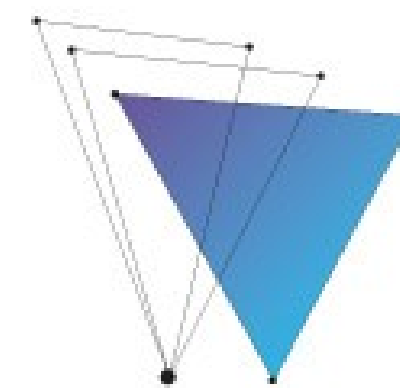


Il Retail Pharma in evoluzione: mercati e trend in Europa e in Italia

Claudia Rocco, Sr Director, Information Offering and Operations IQVIA



Le aree terapeutiche chiave oggi e nei prossimi anni



ONCOLOGIA

- La spesa globale passerà da **252 miliardi nel 2024** a una previsione di **441 miliardi nel 2029**.
- I biosimilari e le terapie innovative influenzeranno il mix di spesa.

DIABETE E OBESITÀ

- I farmaci GLP-1 stanno rivoluzionando il trattamento di diabete e obesità, con forte crescita prevista.
- L'obesità è un'area in forte espansione, con una spesa prevista di 76 miliardi di dollari entro il 2029.

NEUROLOGIA E SALUTE MENTALE

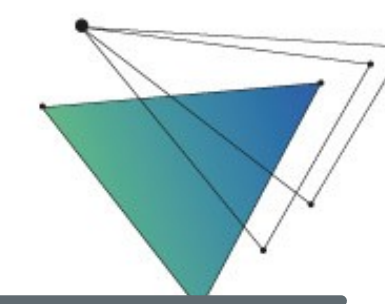
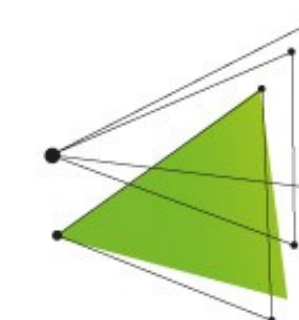
- Crescita trainata da nuovi trattamenti per Alzheimer, Parkinson, depressione e ansia.
- Le terapie per malattie rare e disturbi neurodegenerativi stanno guadagnando terreno.

IMMUNOLOGIA

- Crescita significativa nei paesi sviluppati, con forte utilizzo di biologici.
- I biosimilari stanno aumentando l'accesso e riducendo i costi.

FEMTECH E AGETECH

- FemTech e AgeTech mostrano tassi di crescita elevati, con opportunità di innovazione.



Consumer Health: le tendenze chiave

Empowerment del consumatore

Approccio più consapevole, proattivo e attento alla propria salute

Digitalizzazione e AI

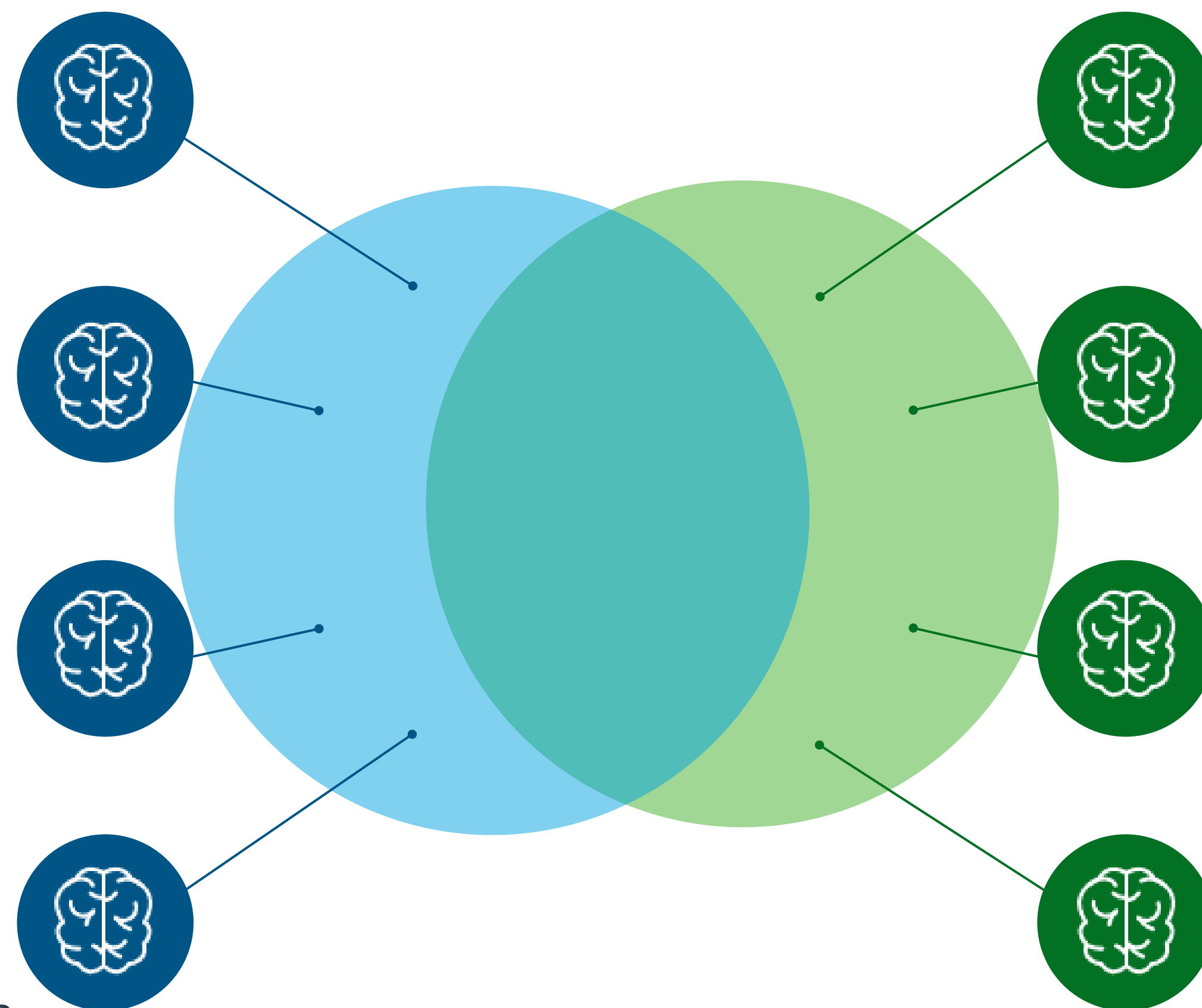
Le tecnologie digitali e l'intelligenza artificiale stanno trasformando: Sviluppo prodotto, Strategie di marketing, Engagement del consumatore

Innovazione e switch Rx-to-OTC

Cresce l'interesse per il passaggio da farmaci da prescrizione a OTC, soprattutto in ambito digestivo, dermatologico e GLP-1 support

E-commerce e omnicanalità

I consumatori cercano esperienze fluide tra online e offline. L'e-commerce è un motore di crescita, ma la qualità e la personalizzazione sono prioritarie



Healthy Aging & Cellular Health

Focus su salute cellulare e sul mantenimento della salute e della vitalità negli anni avanzati

GLP-1 e supporti correlati

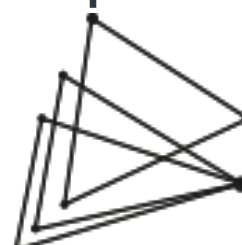
Nuova categoria: GLP-1 support/booster, con prodotti che mitigano gli effetti collaterali o ne simulano l'efficacia

Formati on-the-go

Crescita di gel, stick, spray, strip e dissolvibili per integratori e nutraceutici

Sostenibilità e responsabilità

Le generazioni di consumatori più giovani premiano le aziende con processi sostenibili, supply chain trasparenti e prodotti eco-friendly.



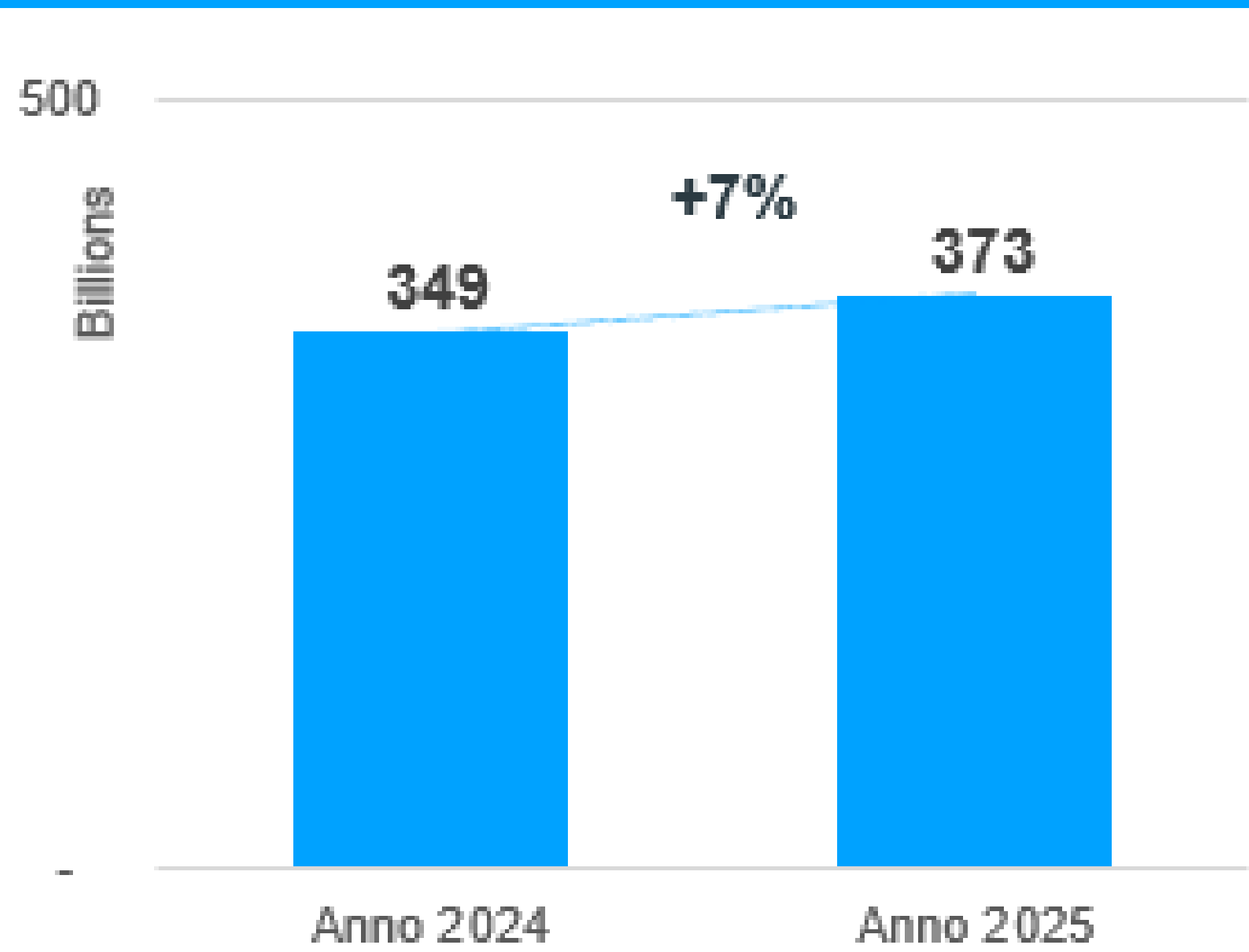
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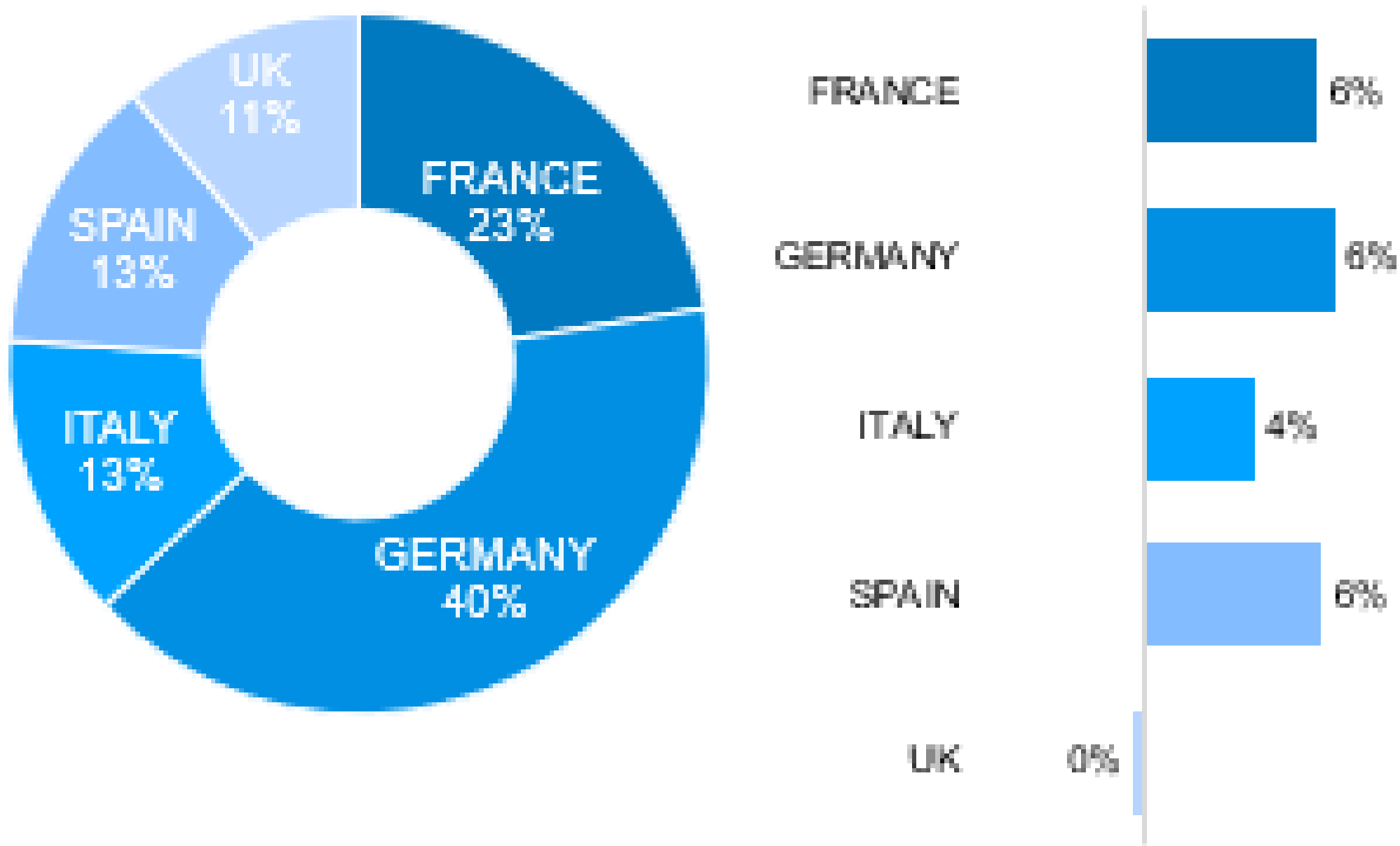
iFARMA

In Europa, il canale farmacia vale 373 miliardi di euro nel 2025 e cresce del +7% vs 2024

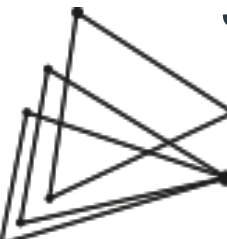
Dimensione Mercato farmacia Europeo e trend di crescita



Quote mercato top4+Uk e crescite anno 2025 vs 2024
(crescita complessiva top 4+Uk = +5%)

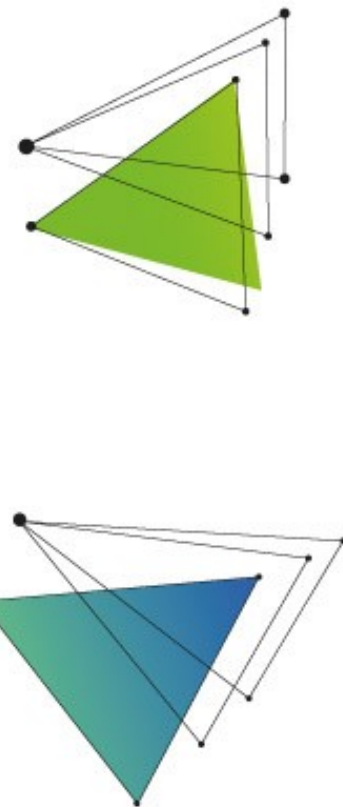


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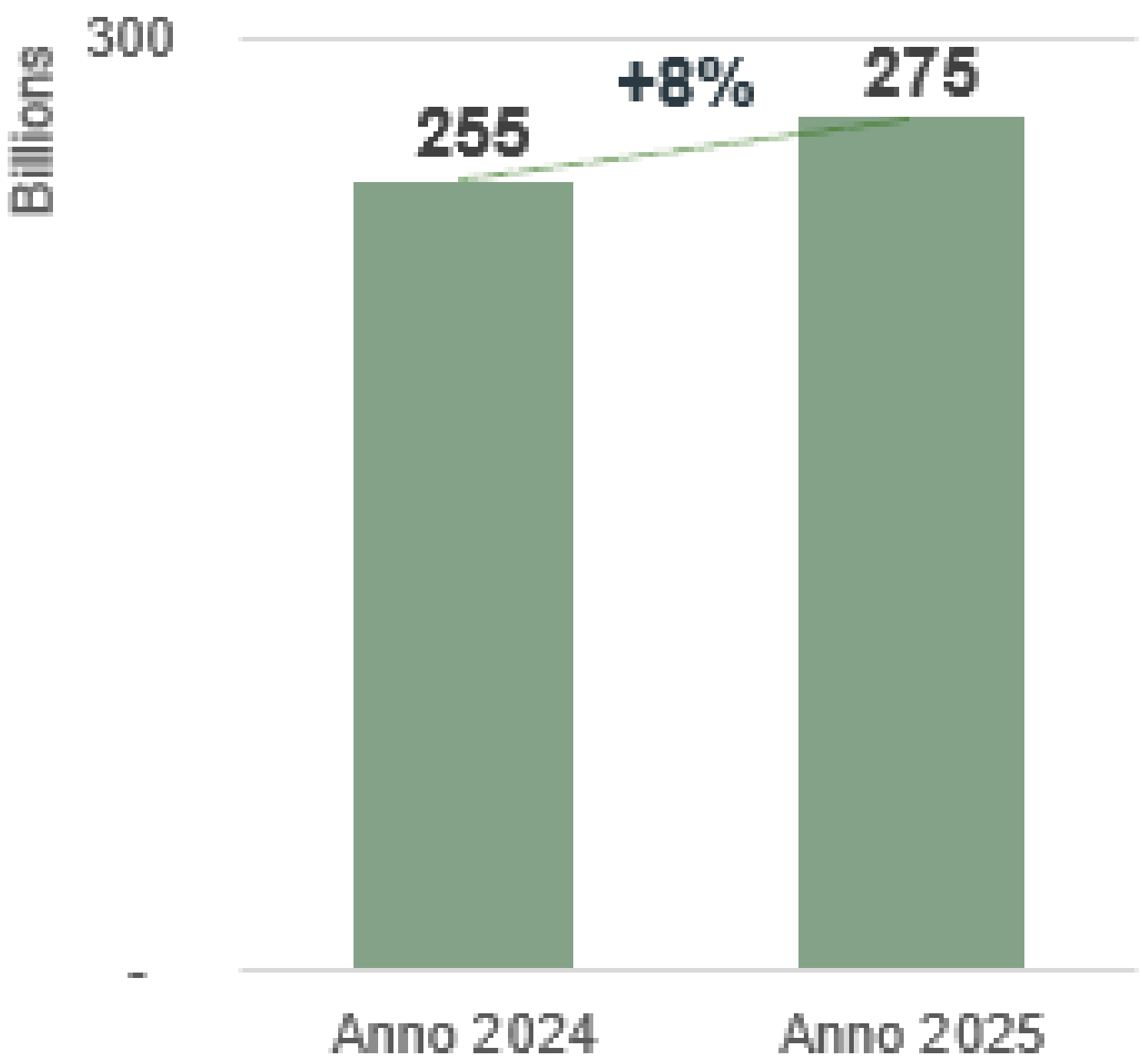
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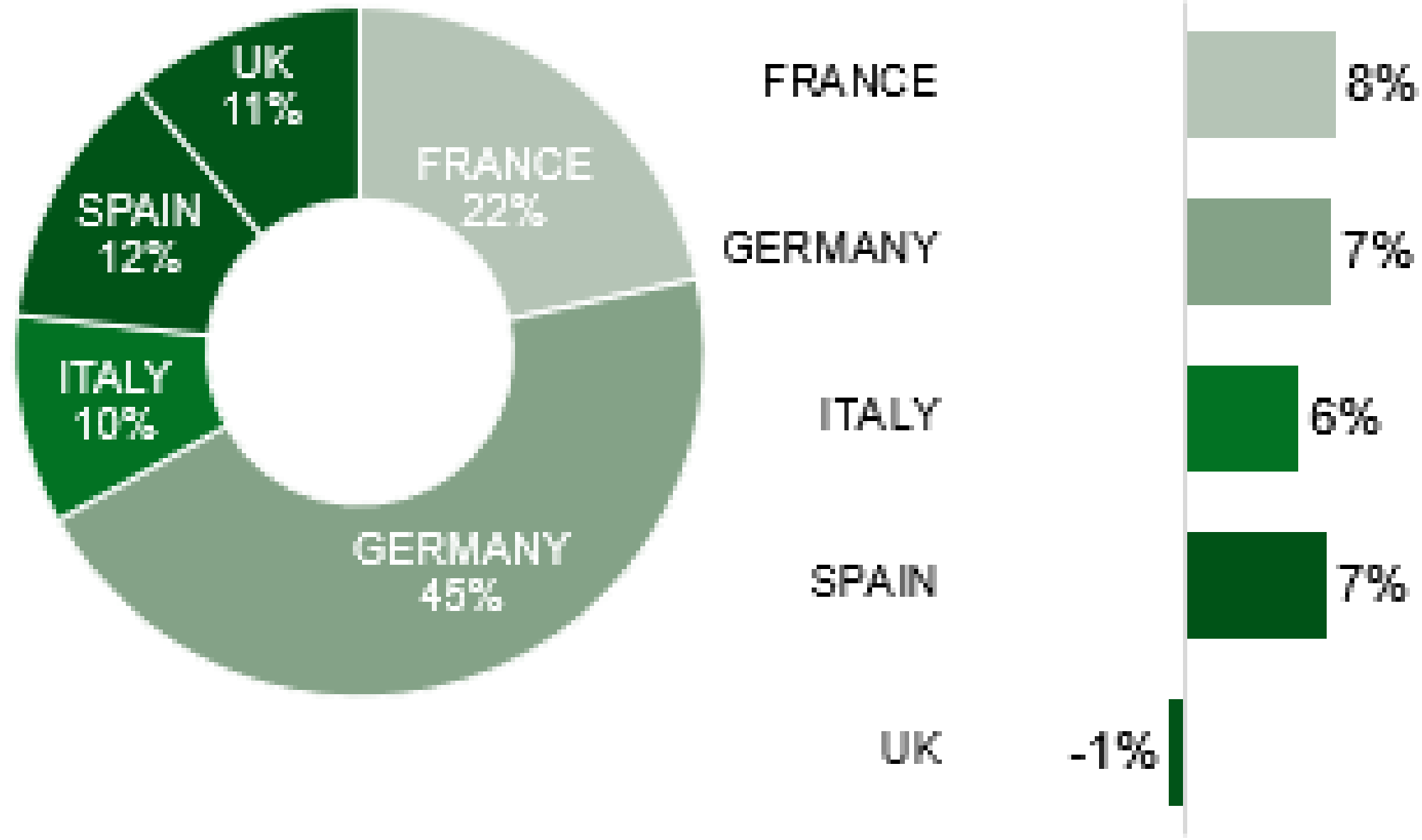
iFARMA

Il farmaco etico guida la crescita della farmacia in Europa, rappresentando il 74% del canale e realizzando il +8% vs 2024

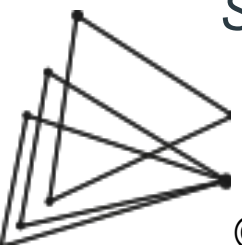
Dimensione Mercato RX farmacia Europeo e trend di crescita



Quote mercato top4+Uk e crescite anno 2025 vs 2024 (crescita complessiva top 4+Uk = +6%)

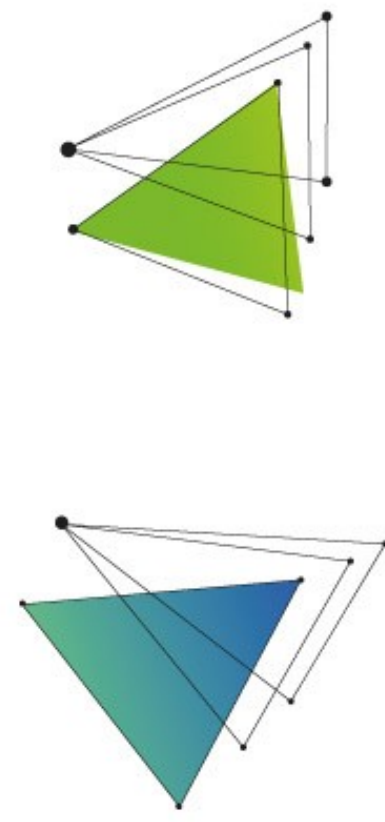


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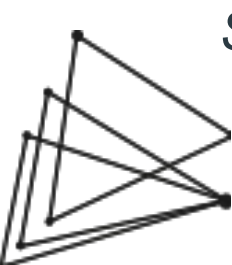
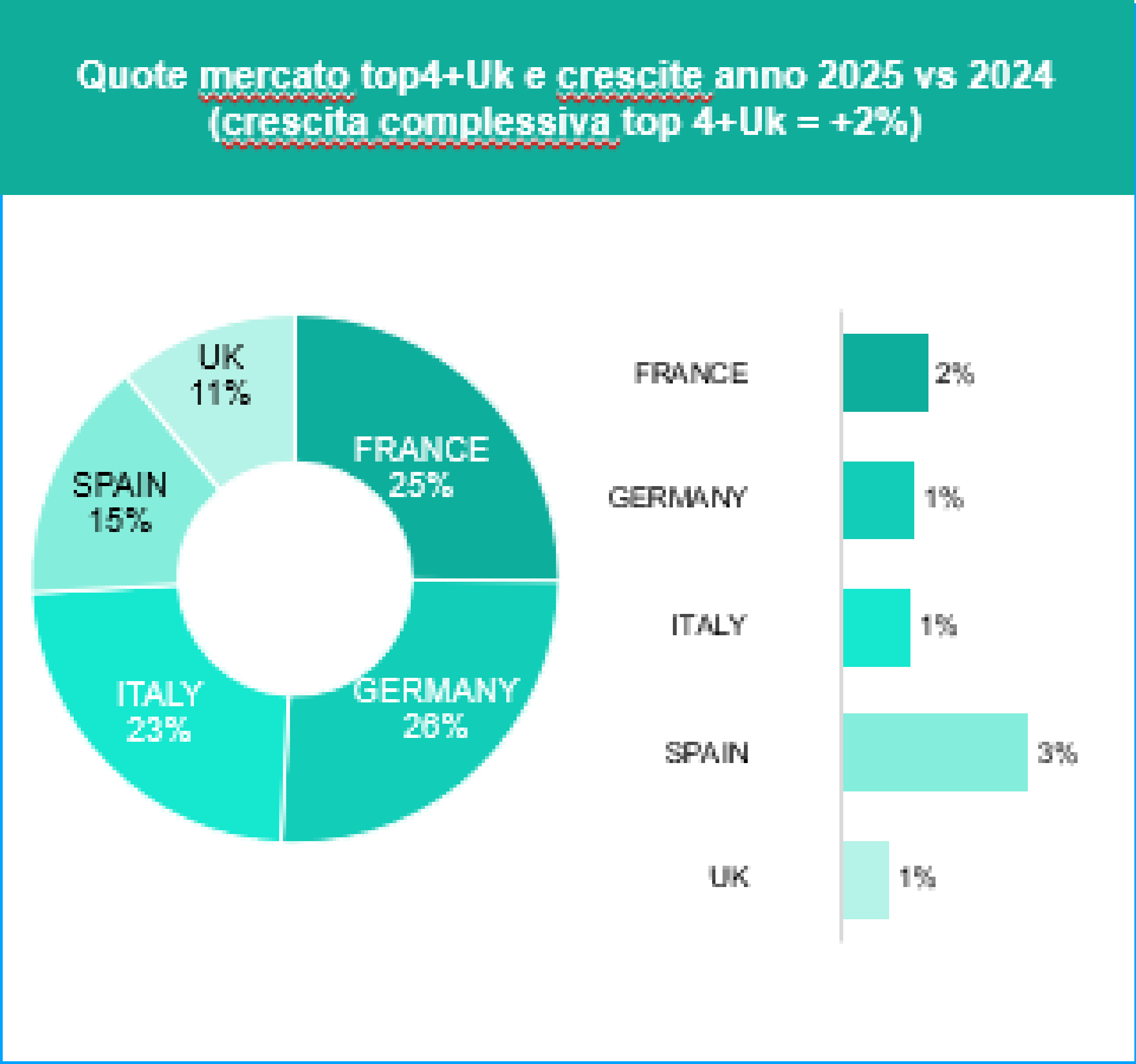
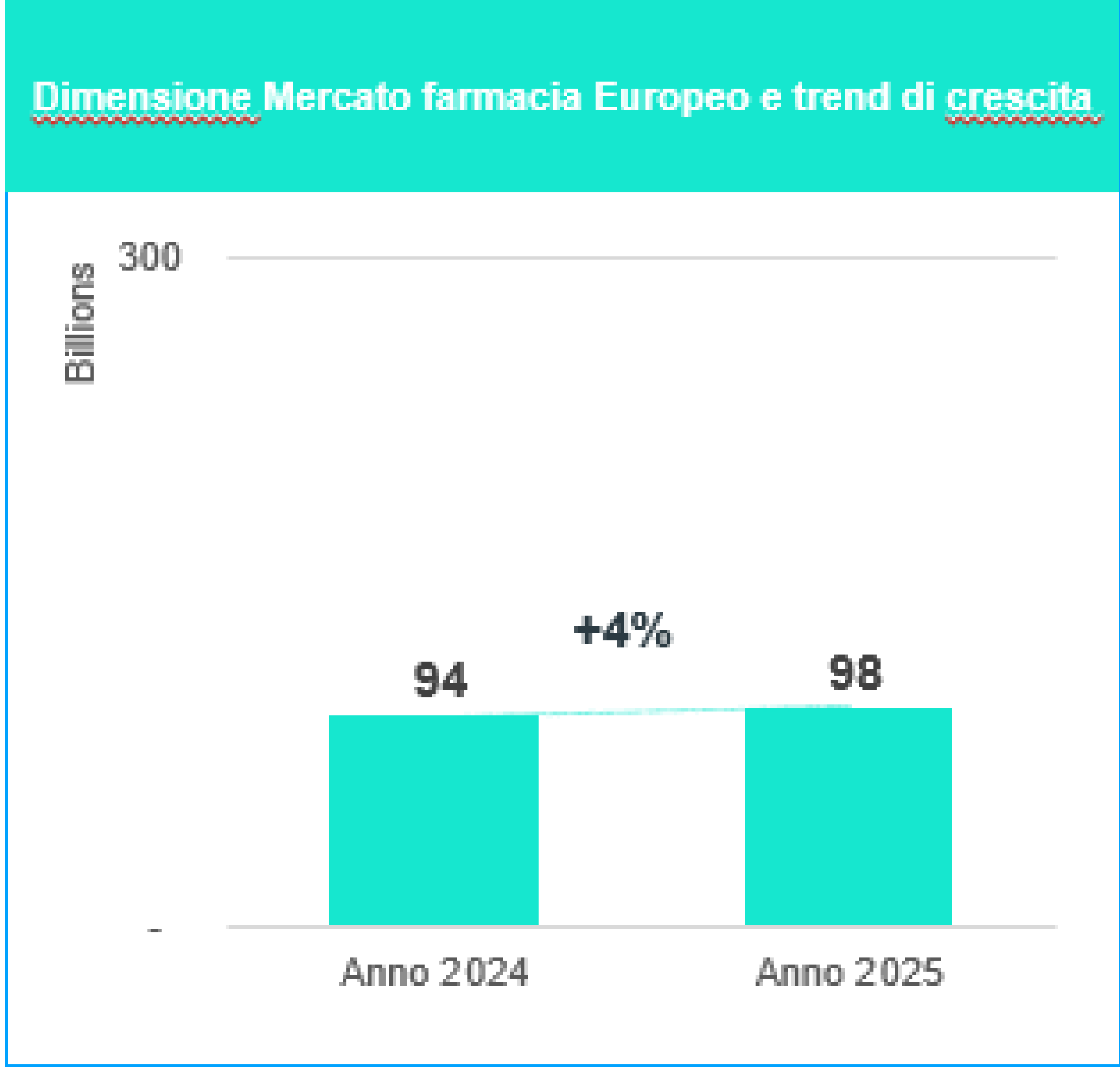


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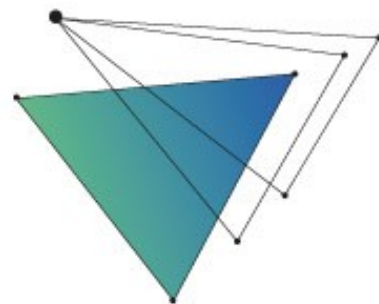
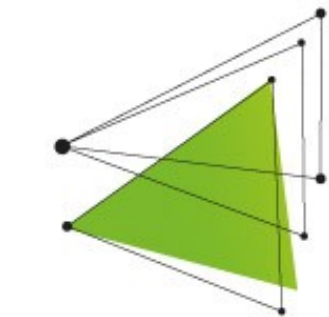
Il comparto commerciale in farmacia in Europa mostra una crescita del +4% nel 2025, con crescite rallentate nei top Paesi



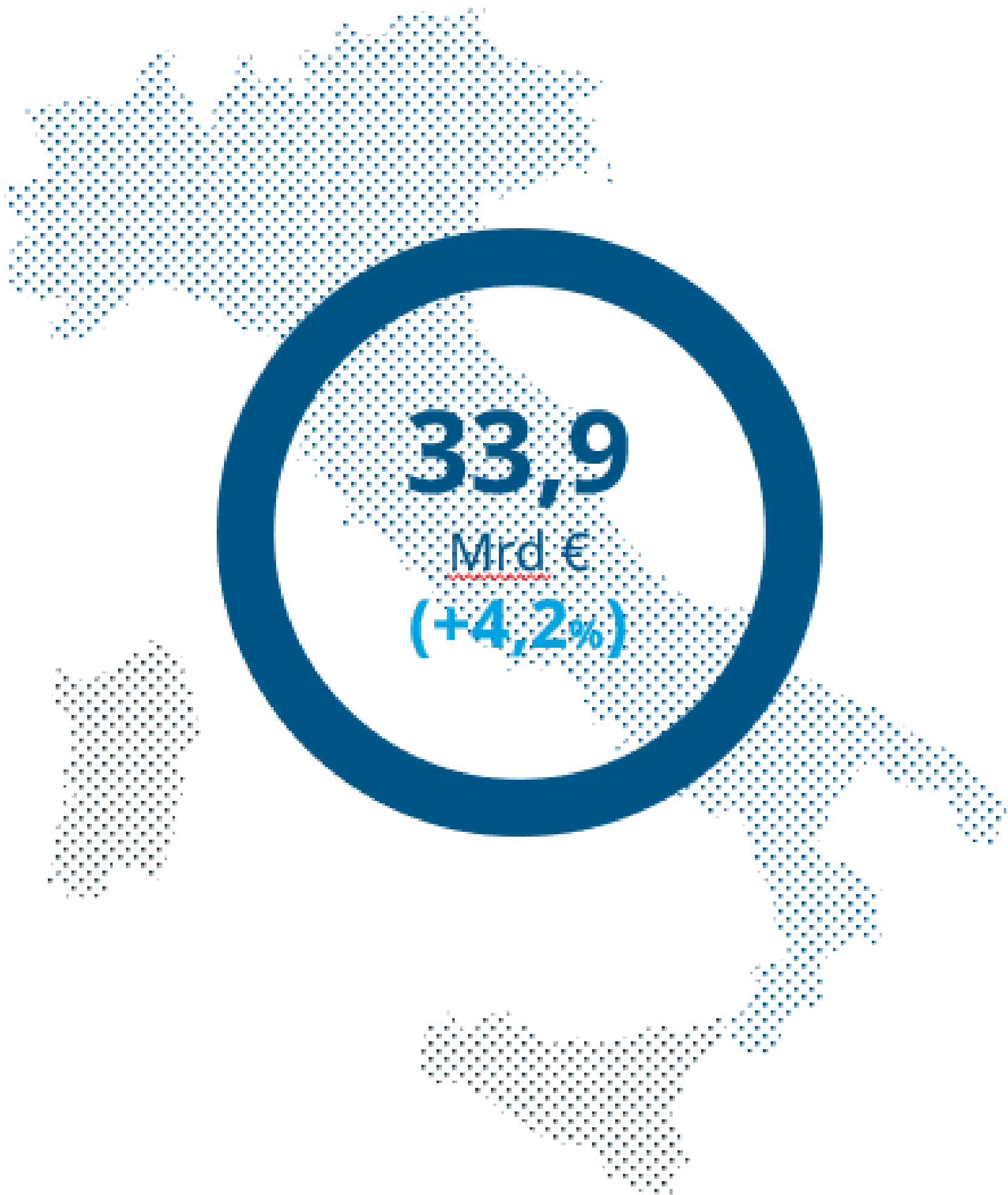
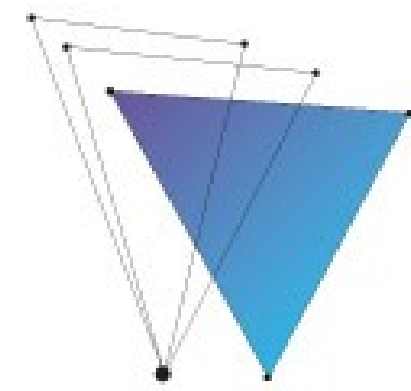
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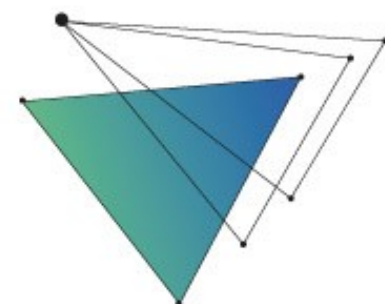
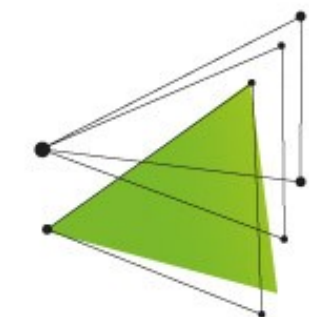
In Italia, il mercato retail a totale canali vale 33,9 miliardi di euro nel 2025 (+4% vs 2024), trainato dai farmaci etici



		Value (YTD, billion €)	Trend % (Value YTD)
FARMACIA RX	47%	15,9	6,2%
FARMACIA CH	37%	12,5	1,4%
MASS MARKET (CORNER+NO CORNER)	9%	3,1	-0,9%
E-PHARMACY	4%	1,3	23,4%
PARAFARMACIA	3%	1,1	3,7%
TOTALE		33,9	4,2%

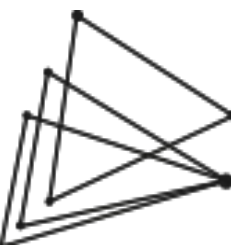
+4%

+2,4%



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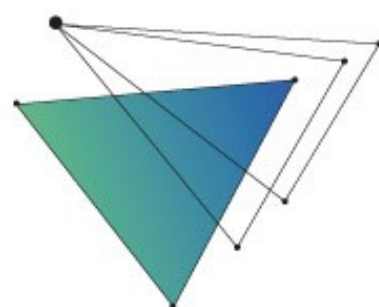
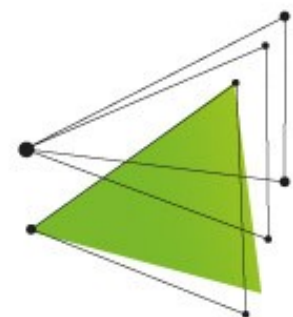
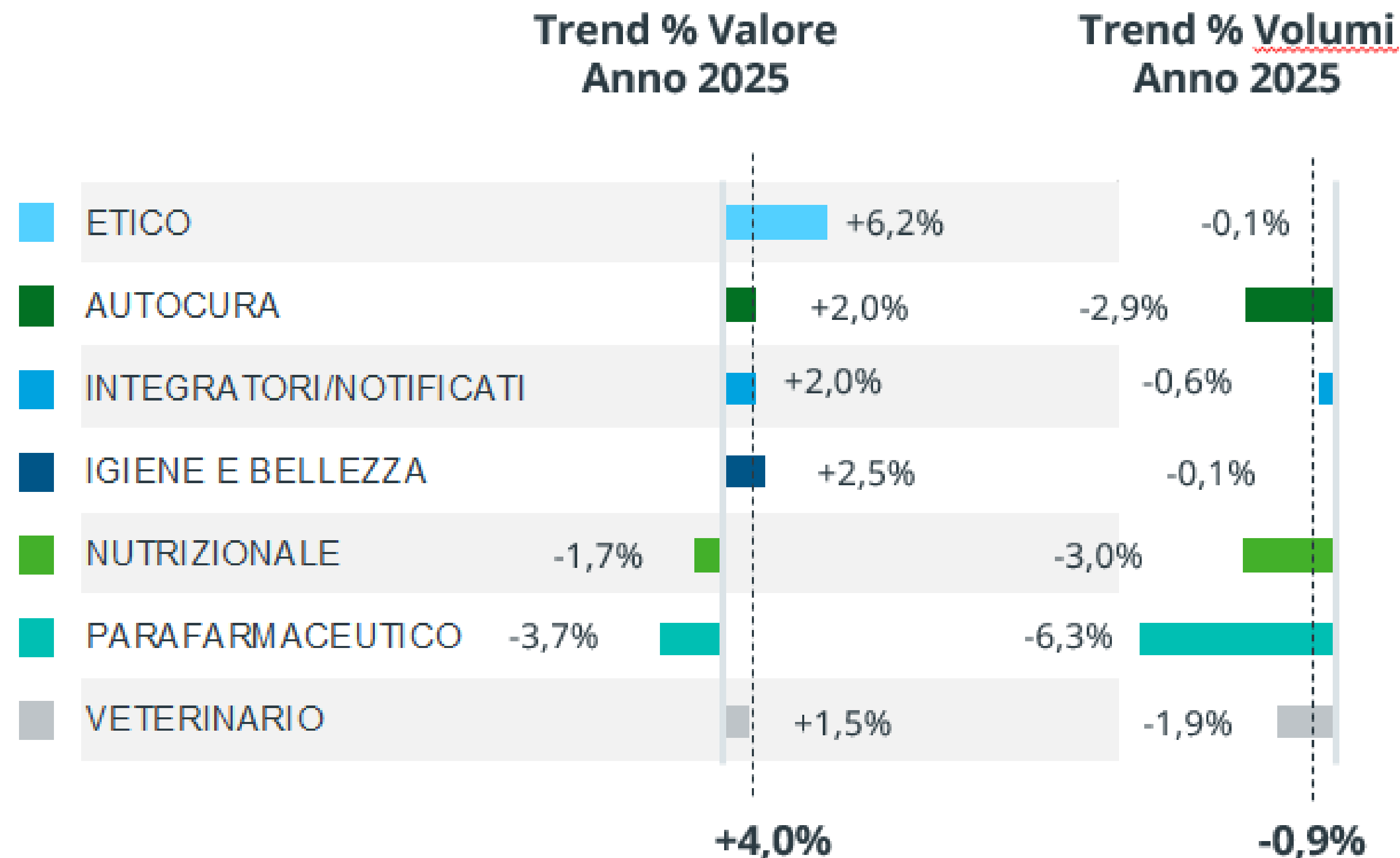
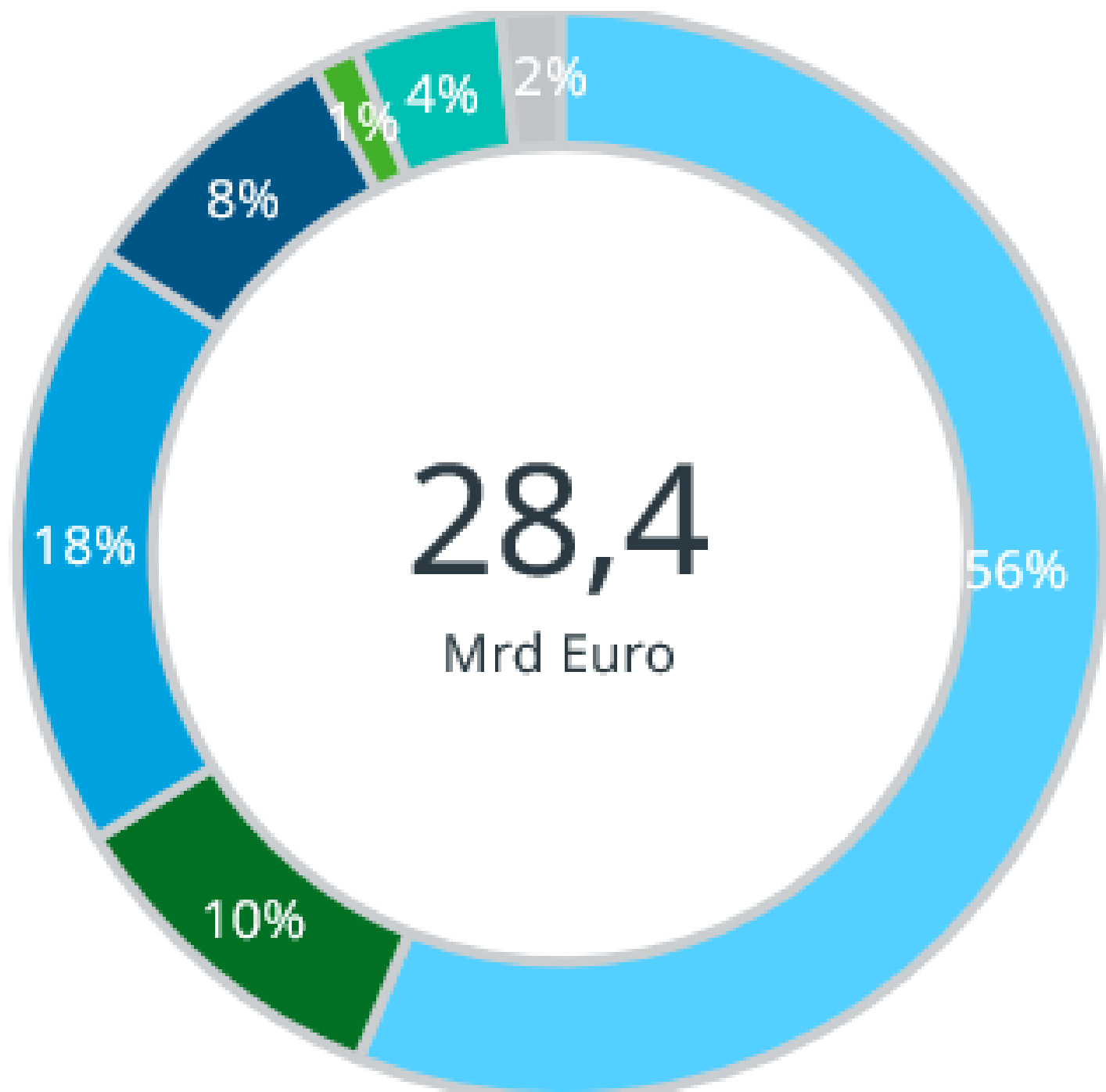
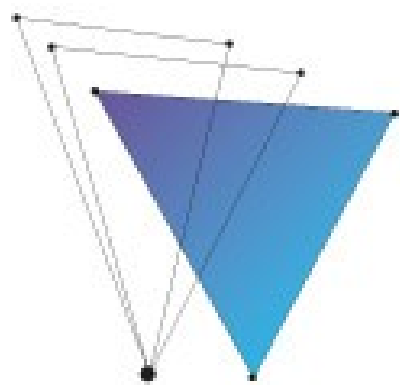
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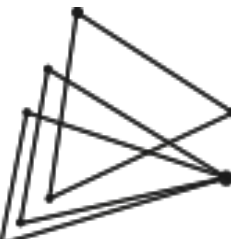


Nel canale farmacia, la crescita a valori del +4% vs 2024 si accompagna ad un trend flat dei volumi (-0,8%)



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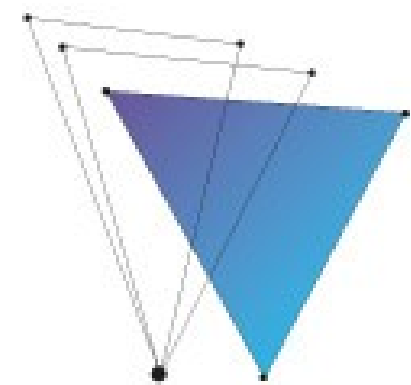


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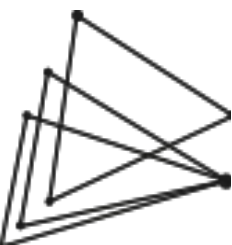
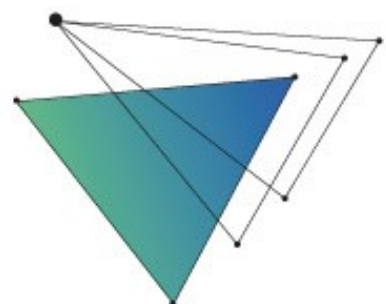
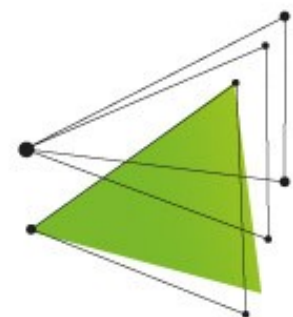
Antidiabetici e antiobesità hanno guidato la crescita del segmento Rx nel 2025



Segmento	Sell out Value 2025 (Mio €)	Δ Sell out Value vs 2024 (Mio €)	Contributo alla crescita
A10S GLP-1 AGONISTI	418	+286	31%
A10P SGLT2 INIB ANTIDIABETICI	335	+281	30%
C10C REG.LIPIDI AS.AL REG.LIP	426	+90	10%
A10N INIBITORI DPP-IV	191	+89	10%
A08A PREP. ANTIOBESITÀ	154	+63	7%

KEY INSIGHTS

- **Innovazione e switch Rx-to-OTC**
Cresce l'interesse per il complemento dei farmaci da prescrizione con OTC, soprattutto in ambito digestivo e dermatologico
- **Nuova categoria: GLP-1 support/booster**, prodotti che mitigano gli effetti collaterali o ne simulano l'efficacia



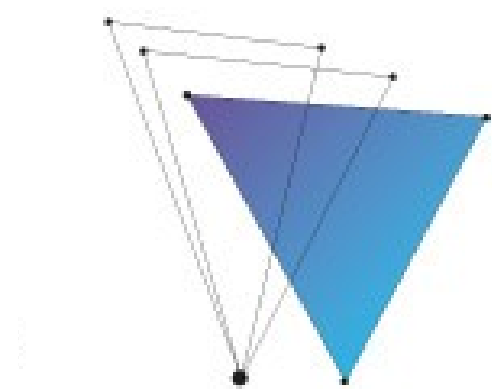
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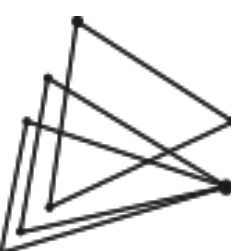
Le top 5 categorie che hanno guidato la crescita nel comparto commerciale in Farmacia nel 2025



Segmento	Sell out Value 2025 (Mio €)	Δ Sell out Value 2025 (Mio €)	Contributo alla crescita
PDT ANTI-ETÀ ANTI-RUGHE PER VISO	282	19	12%
ANTIRAFFREDDORE E ANTINFLUENZALI	294	16	10%
LACRIME ARTIFICIALI E LUBRICANTI	246	12	8%
PROTEZIONE SOLARE ADULTI	156	11	7%
PRODOTTI PER BRUCIORE DI STOMACO	105	10	6%

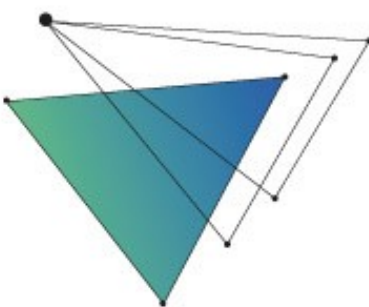
KEY INSIGHTS CH

- Healthy Aging & Cellular Health**
Focus su salute cellulare e sul mantenimento della salute e della vitalità negli anni avanzati
- Formati on-the-go**
Crescita di gel, stick, spray, strip e dissolvibili per integratori e nutraceutici
- Sostenibilità e responsabilità**
Le generazioni di consumatori più giovani premiano le aziende con processi sostenibili, supply chain trasparenti e prodotti eco-friendly

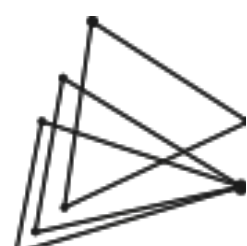
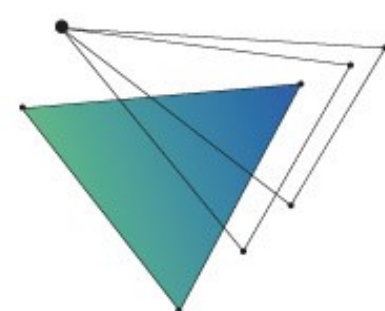
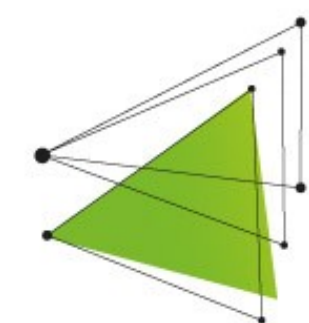
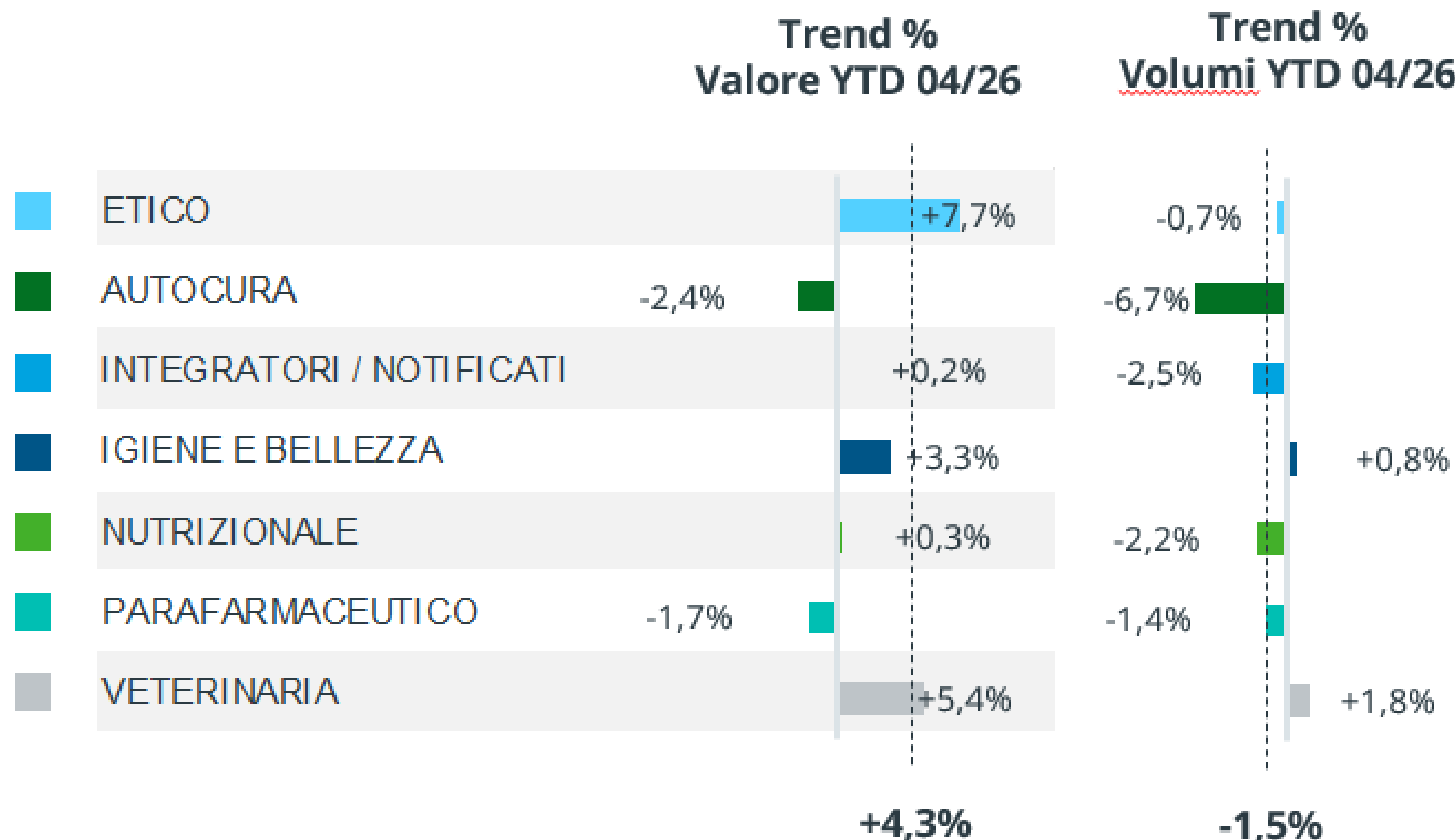
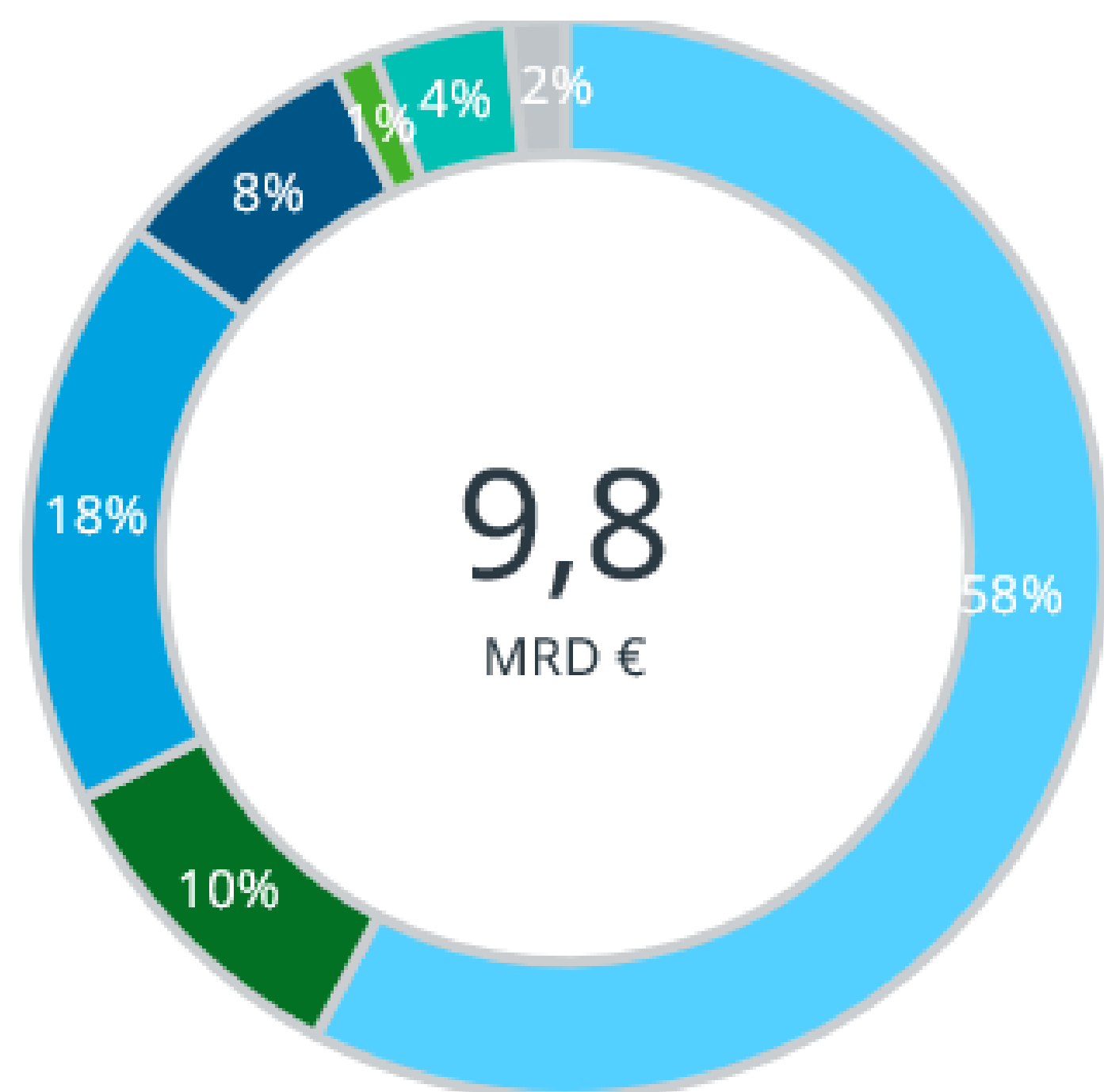
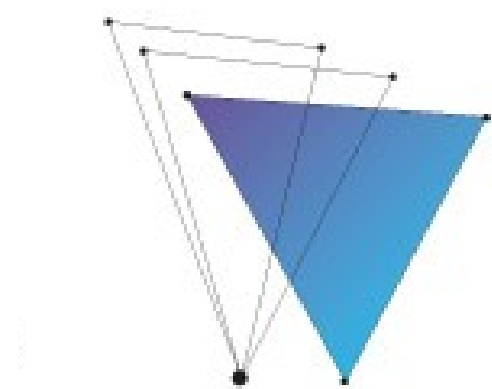


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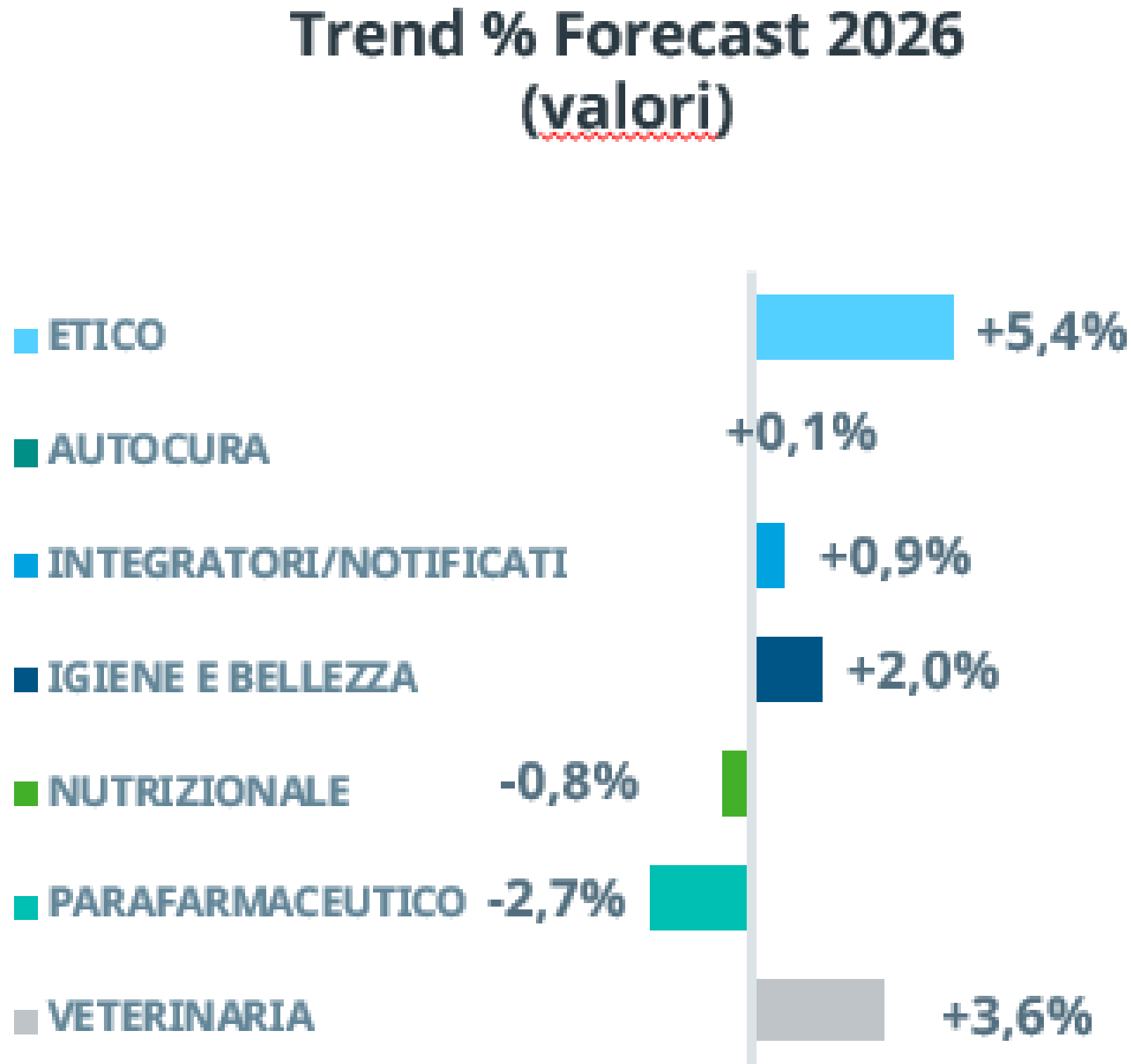
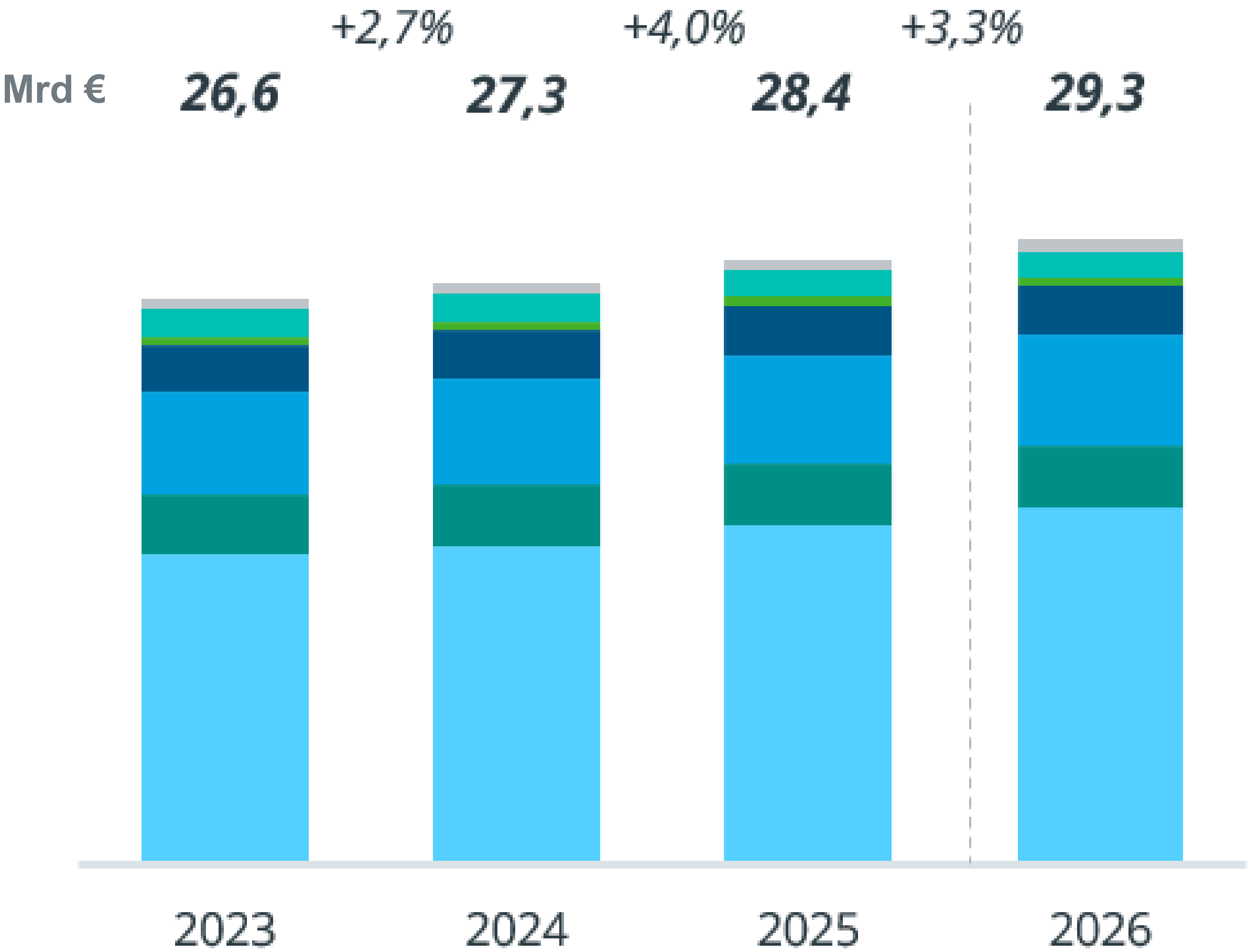


Nel progressivo ad Aprile 2026, il canale farmacia registra una crescita a valori del +4,3%, ma in calo del -1,5% a volumi

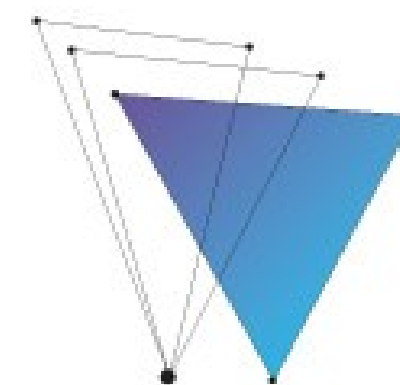


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A fine 2026 prevediamo una crescita del +3,3% per la Farmacia, con un +5,4% per l'etico ed un 2% per Igiene e Bellezza



La crescente domanda di salute da parte dei cittadini e il modello DM77 di assistenza territoriale favoriscono l'evoluzione della farmacia



La salute è una priorità trasversale

- “Stare in salute” è il primo obiettivo di vita per tutte le fasce d'età
- Approccio sempre più olistico: **prevenzione** + benessere fisico, mentale e sociale



Target diversi, bisogni diversi

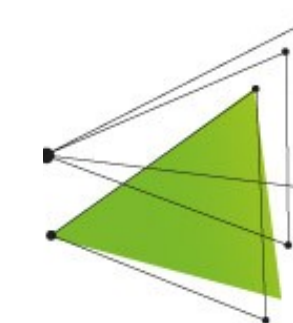
- **Under 35**: meno patologie croniche, ma più fragilità emotiva; attenzione a benessere, self-care, soluzioni rapide e accessibili
- **Over 65**: maggiore medicalizzazione, prevenzione clinica e continuità di cura



Empowerment ed informazione

- Cresce la **ricerca attiva** di informazioni su sintomi, prodotti e specialisti
- **Medico e farmacista** restano centrali, ma il digitale è sempre più rilevante (soprattutto per i giovani)

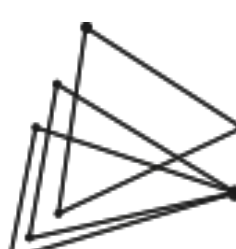
Farmacia: da “dispensatore di farmaco” a “presidio di salute”



Elevata fiducia e frequenza di visita

Prossimità, relazione con il farmacista, qualità della consulenza

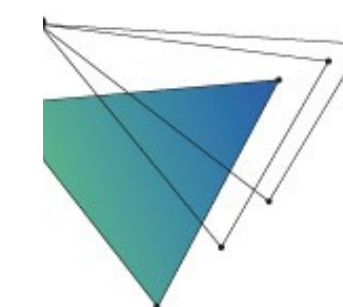
Consulenza, servizi, prevenzione, empowerment



Fonte: Osservatorio Salute IQVIA

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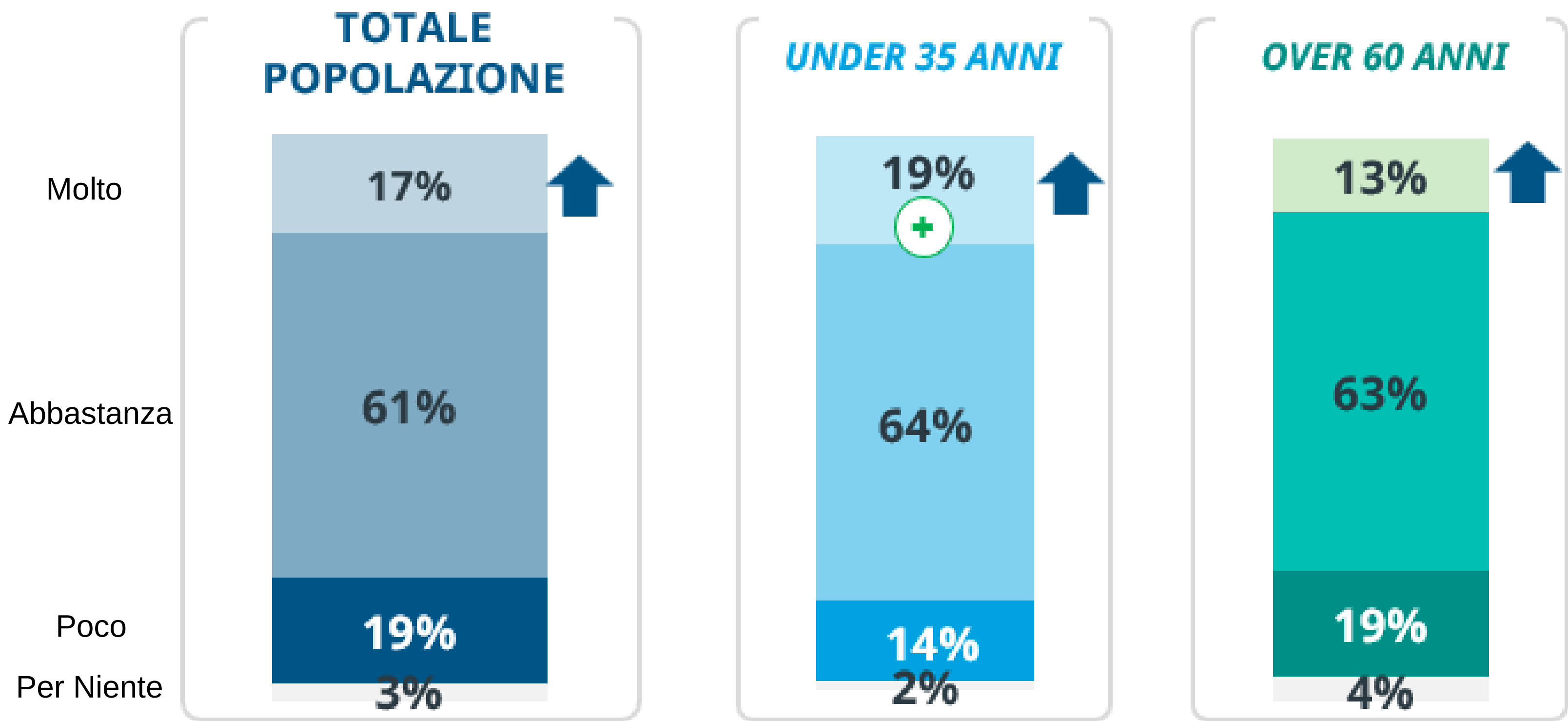


iFARMA₁₄

L'Osservatorio Salute IQVIA mostra un aumentato *empowerment* dei cittadini nella ricerca di informazioni sulla propria salute

LA RICERCA DI INFORMAZIONI PER GESTIRE LA SALUTE

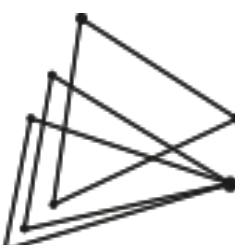
Lei oggi si informa/cerca informazioni per gestire la sua salute?



Base dati: 997 - totale intervistati

Base dati: 257 - intervistati under 35 anni

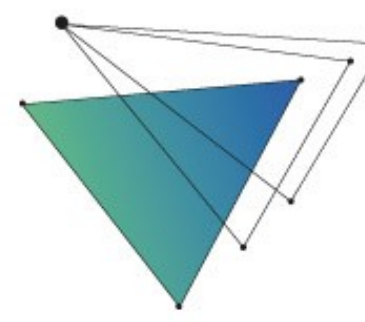
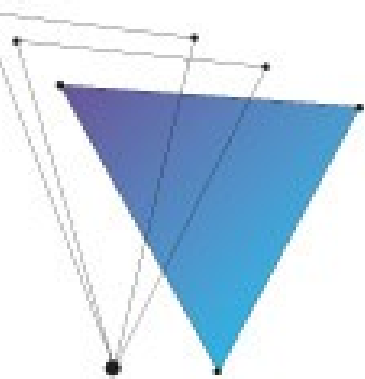
Base dati: 262 - intervistati over 60 anni



Fonte: Osservatorio Salute IQVIA

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THE NETWORK'S ROAD

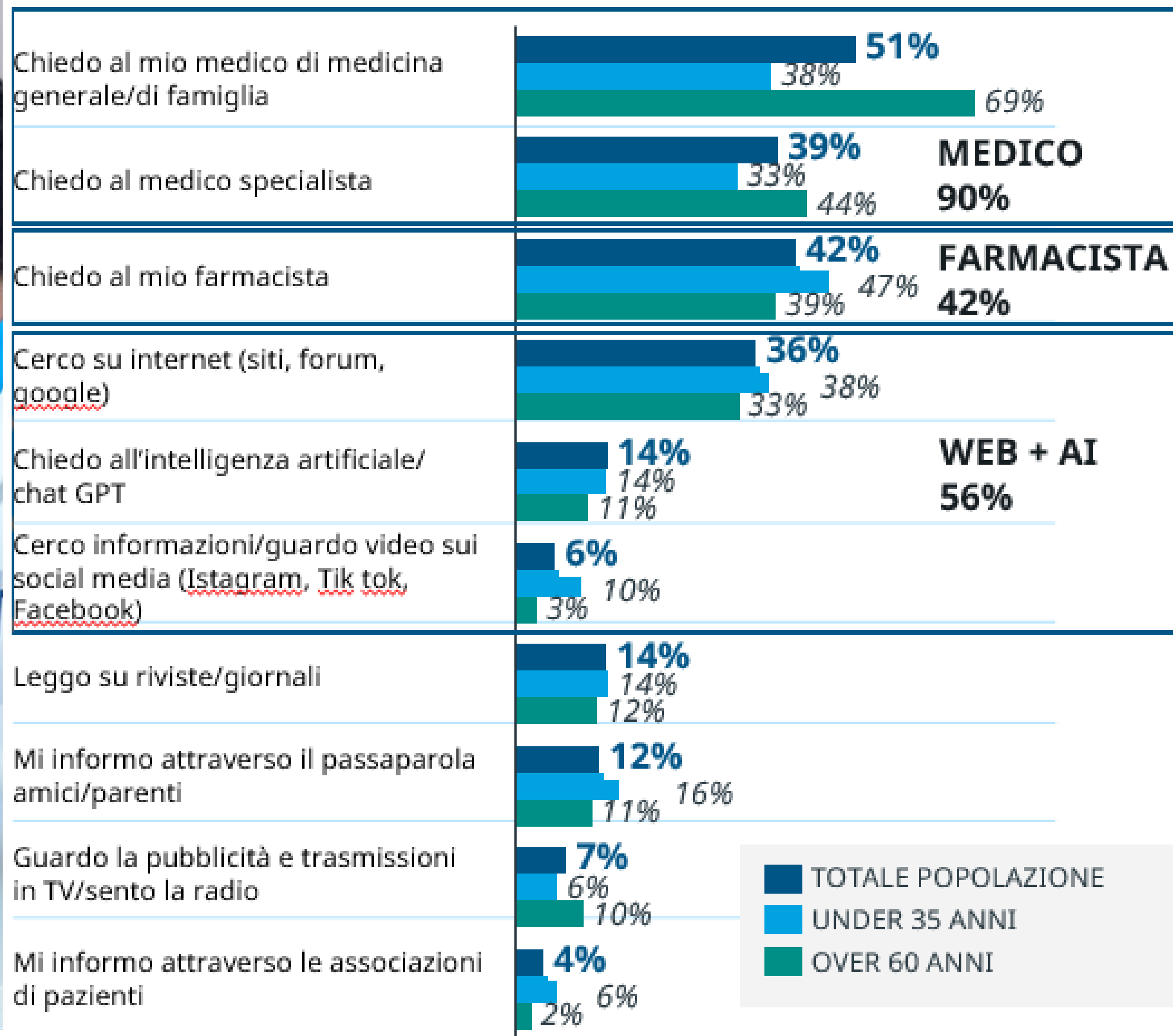


iFARMA 15



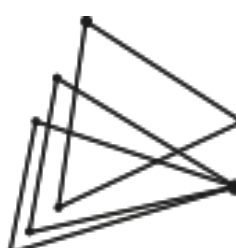
TOUCHPOINT INFO SALUTE

Fonti di informazione utilizzate



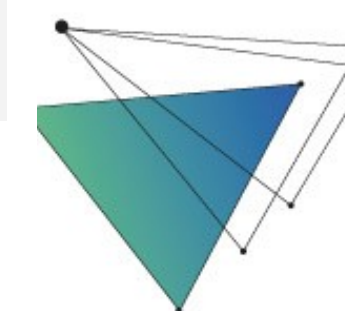
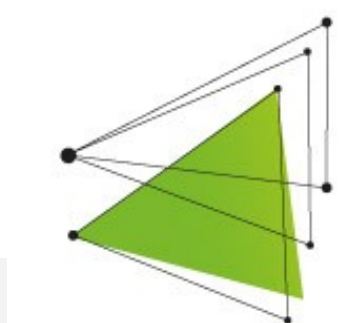
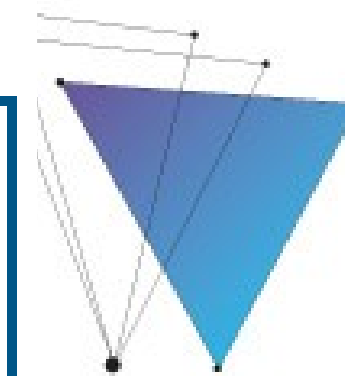
SOURCE: OSSERVATORIO IQVIA 2026 - 1.000 INDIVIDUI

Fonte: Osservatorio Salute IQVIA



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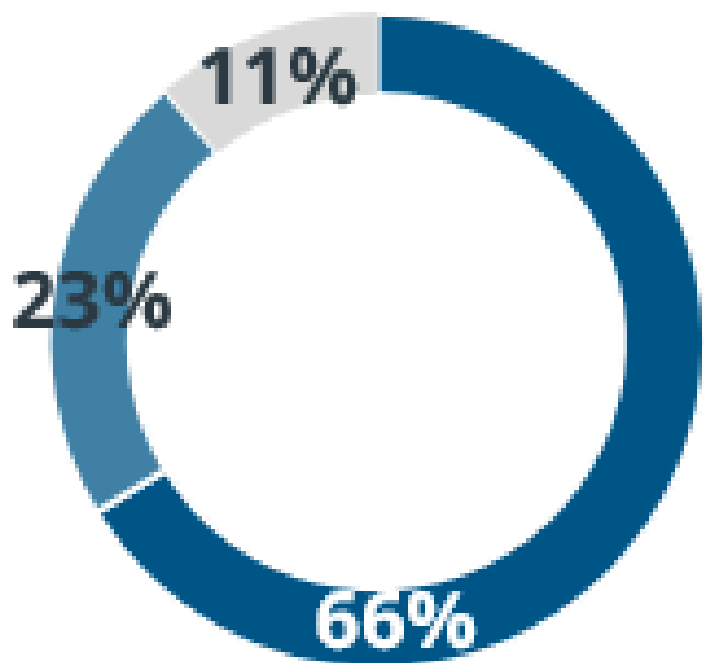


iFARMA₁₆

Il 90% della popolazione dichiara di avere almeno una farmacia di fiducia

Ha una farmacia di fiducia

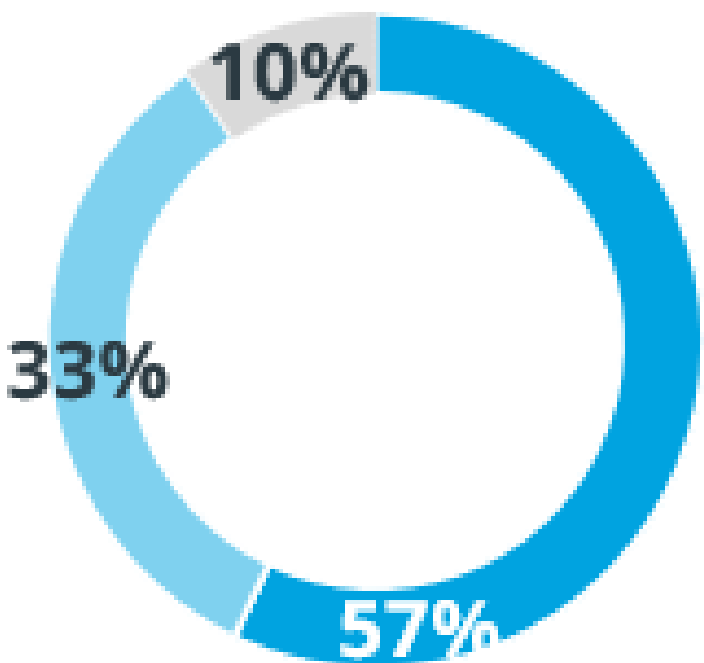
TOTALE POPOLAZIONE



- Sì, ho una farmacia di fiducia in cui vado quasi sempre
- Sì, ho diverse farmacie di fiducia
- No, non ho una farmacia di fiducia, vado dove capita

Base dati: 997 - totale intervistati

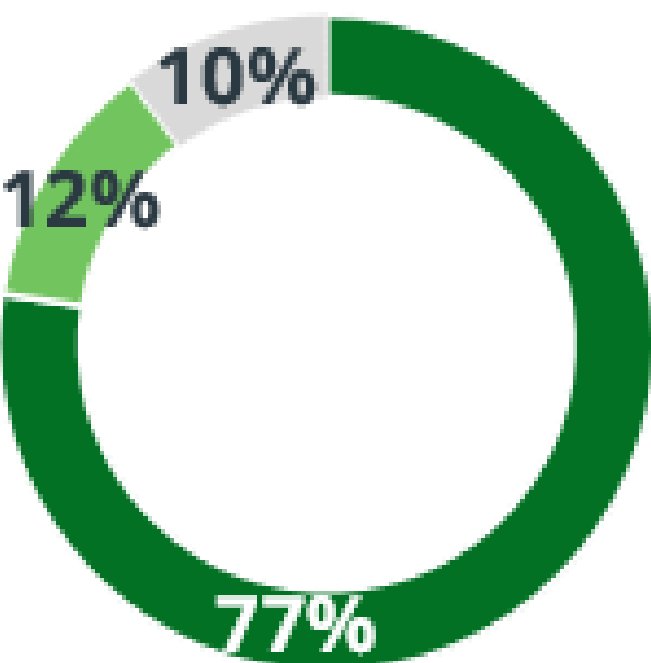
UNDER 35 ANNI



- Sì, ho una farmacia di fiducia in cui vado quasi sempre
- Sì, ho diverse farmacie di fiducia
- No, non ho una farmacia di fiducia, vado dove capita

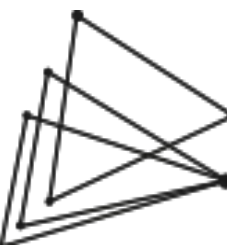
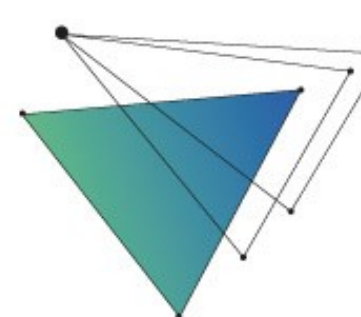
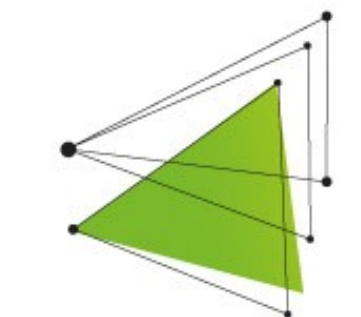
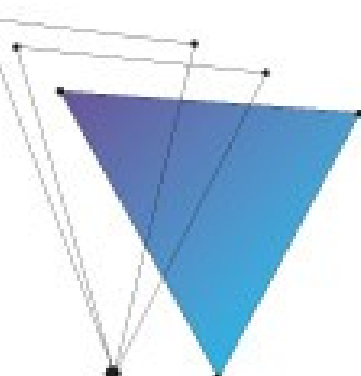
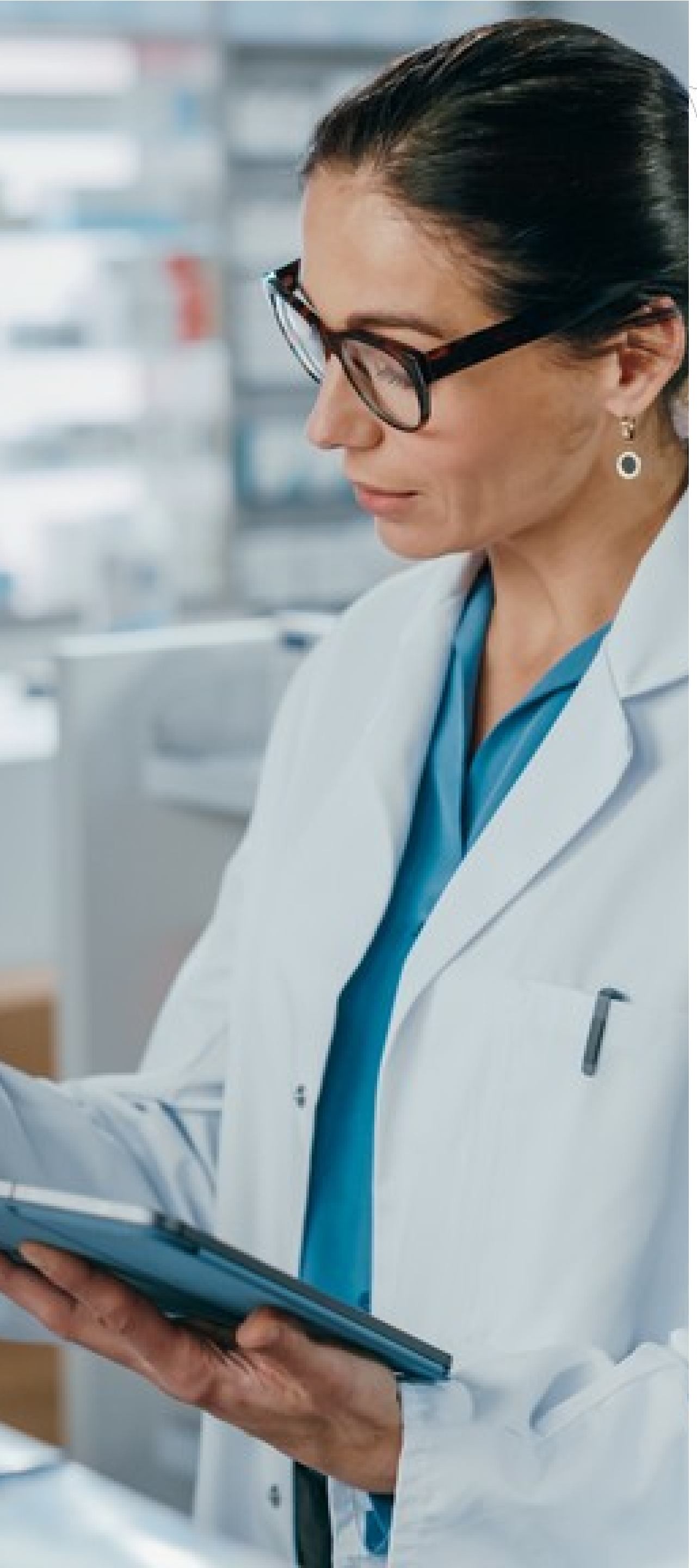
Base dati: 267 - intervistati under 35 anni

OVER 60 ANNI



- Sì, ho una farmacia di fiducia in cui vado quasi sempre
- Sì, ho diverse farmacie di fiducia
- No, non ho una farmacia di fiducia, vado dove capita

Base dati: 262 - intervistati over 60 anni

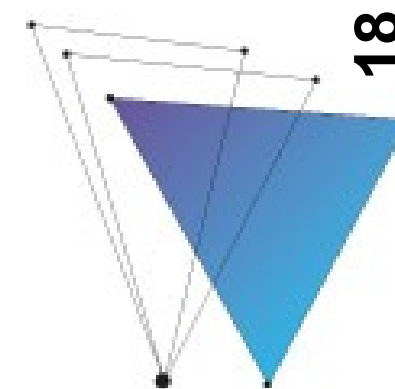


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iFARMA₇



Grazie

