Joint Publication of the Association of International Pharmaceutical Manufacturers in Russia and Remedium Group

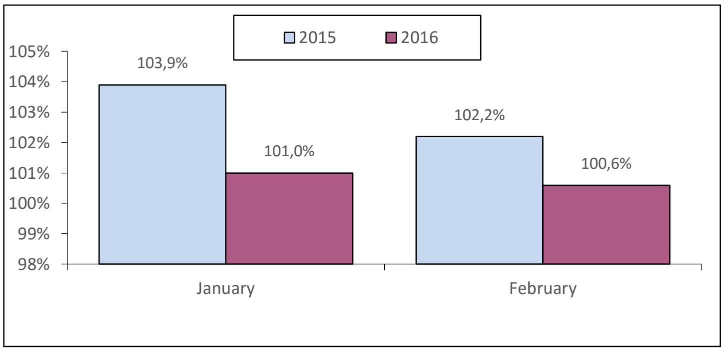
MACROECONOMIC INDICES

Inflation

According to Federal State Statistics Service's data, in February 2016 the Consumer Price Index was estimated at 100.6% compared to the previous month, and 101.6% since the beginning of the year.

In February this year, Industrial Producer Price Index (for goods intended for sale on the domestic market) was 98.5%, whereas in the month-earlier period it had amounted to 98.8%.

Figure 1. Consumer Price Index (compared with the previous period)



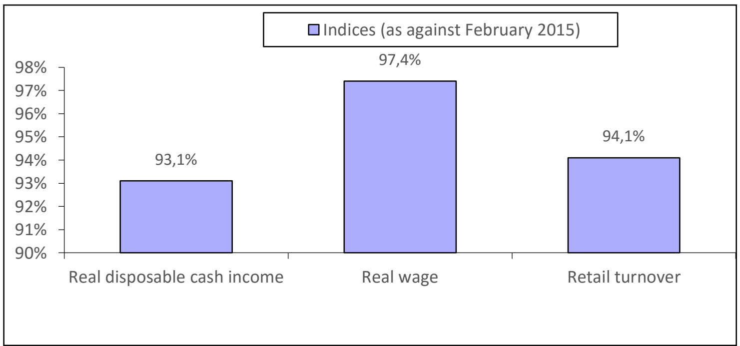
Living standard

According to preliminary Federal State Statistics Service's data, in February 2016 a gross monthly average wage per worker reached RUB 32,990 (USD 427.22) which accounted for 74% as compared to the previous month and 103.1% as compared to January 2015. The real salary in February 2016 accounted for 97.4% as compared with February in 2015. In February 2016, the real value of disposable cash incomes accounted for 93.1% as compared with the same period of 2015 (Fig. 2).

Retail turnover

In February 2016, the retail turnover was equal to RUB 2086.4 bln, which in comparable prices accounted for 94.1% compared to the same period a year ago, in January-February 2016 - RUB 4211.5 bil. or 93.4% (Fig. 2).

Figure 2. Real values of cash incomes, wages and retail turnover in February 2016



Industrial Production

According to Federal State Statistics Service's data, in February 2016 Industrial Production Index accounted for 101.0% compared to the same period in 2014, and in January-February 2016 - 99.3%.

According to Federal State Statistics Service's data, Industrial Production Index in February 2016 accounted for 101.1% compared to the relevant period of the previous year, and 130.0% to the previous month.

Domestic production

The top 10 domestic pharmaceutical manufacturers according to their volumes of sales in all segments of the market based on the results for February 2016 are shown in Table 1.

Table 1. The top ten Russian chemical and pharmaceutical manufacturers by sales volume in February 2016

Rank	Manufacturer	RUB mil.
1	Valenta	1187.5
2	Stada	940.0
3	Pharmstandart	848.9
4	Materia Medica	761.9
5	Ozon	589.9
6	Nearmedic Plus	571.5
7	Sotex	519.1
8	Pharm-Center	402.1
9	Akrikhin Pharma	394.5
10	Veropharm	394.0

Source - Remedium according to IMS Health's data

Table 2 provides pharmacy sales data from 10 regions of the Russian Federation. In January 2016 compared to December 2015, reduction in pharmacy sales (in terms of roubles) was observed in almost all regions. The lowest sales were observed in Krasnoyarsk Krai (-25%), the highest ones in Krasnodar Krai (-3%). Increase in sales was only observed in Novosibirsk Region (+5%).

Table 2. Pharmacy sales in the regions, 2015-2016

Region	Pharmacy sales, $mil. (wholesale prices)			Growth gain, % (roubles)		
	November 2015	December 2015	January 2016	November/ October 2015	December/ November 2015	January16/ December 15
Moscow	123.4	140.7	109.7	-2%	22%	-14%
St. Petersburg	44.7	49.8	41.9	-9%	19%	-8%
Krasnodar Krai	31.3	35.1	31.0	15%	20%	-3%
Novosibirsk Region	18.7	19.9	19.1	-5%	14%	5%
Tatarstan	16.5	19.1	15.2	-3%	24%	-12%
Krasnoyarsk Krai	17.4	20.9	14.3	-14%	29%	-25%
Rostov Region	20.4	19.1	15.7	14%	0.2%	-10%
Voronezh Region	11.7	13.8	11.8	-12%	25%	-6%
Perm	7.0	8.2	6.0	-13%	26%	-20%
Tyumen	4.8	5.6	4.2	-3%	25%	-17%

Advertising

The largest advertisers and pharmaceutical brand names highly publicized in mass media (TV, radio, press, outdoor advertising) are shown in Tables 3 & 4.

Table 3. Top five advertisers in mass media in February 2016

Rank	Company*	Quantity of broadcasts
1	Otcpharm	18,099
2	Bayer AG	12,742
3	GSK Consumer Healthcare	10,849
4	Sandoz Farma	7,435
5	Reckitt Benckiser	6,993

Source - Remedium according to TNS Russia's data

Table 4. Top five trade names in mass media in February 2016

Rank	Brand*	Quantity of broadcasts
1	Nurofen	3,550
2	Lasolvan	2,863
3	Нафтизин	2,827
4	Strepsils	2,637
5	Rennie	2,555

Source - Remedium according to TNS Russia's data

* Only products registered with State Register of Medicines were considered

STATE REIMBURSEMENT PROGRAM (DLO) IN THE RUSSIAN FEDERATION: 2015 RESULTS

According to DLO in RF™TM, the drugs supplies under the Federal Program amounted to RUB 98.776 bil. on the basis of the results for 2015 (USD 1.390 bil.) in contractual prices[1]. The segment volume increased 15% in terms of roubles, but reduced 32% in terms of dollars as compared to 2014. The scope of supplies in pack terms reduced by 1% to 82.353 mil. packs. The average cost of a FPP pack through the DLO program was USD 19.80 in contractual prices (a year ago it was USD 28.79).

Based on the results for 2015, the drug manufacturer ROCHE (-37%[2]) kept its leadership position among the top ten drug manufacturers in the DLO segment, despite the strong negative growth rates (Table1). In contrast, Russia-based F-SYNTEZ (6.1-fold growth in supplies) and BIOCAD RF (7.1-fold growth) showed high growth rates and broke into the ranks of the top ten drug manufacturers, coming in at numbers two and three. At the same time, they displaced drug manufacturers TEVA (-6%), SANOFI-AVENTIS (+1%) and BAXTER (+19%) down one rank, which came in at numbers 4 through 6. The manufacturer JOHNSON & JOHNSON (-51%) reduced its purchases by half, and moved down to rank seven from two. As before, the Russia-based GENERIUM ZAO RF (+27%) held its previous rank eight, whereas the less dynamic NOVO NORDISK (+7%) and ASTRAZENECA (+17%) moved down to two bottom ranks. The total share of the top ten drug manufacturers under DLO Program reduced by 3.3 p.p. and accounted for 55%.

Table 1. The top 10 drug manufacturers for DLO

Rank		Manufacturer*	Share in total DLO volume, %	
2015	2014		2015	2014
1	1	**ROCHE**	9.9	17.9
2	16	F-SYNTEZ	8.3	1.6
3	21	BIOCAD RF	6.0	1.0
4	3	**TEVA**	5.8	7.1
5	4	**SANOFI-AVENTIS**	5.6	6.4
6	5	**BAXTER INT**	4.9	4.8
7	2	**JOHNSON & JOHNSON**	4.0	9.3
8	8	GENERIUM ZAO RF	3.6	3.2
9	6	**NOVO NORDISK**	3.5	3.7
10	7	**ASTRAZENECA**	3.5	3.4
Total			55.0	58.3

*AIPM members are in bold

The leaders of the top 10 brand names in the DLO segment changed. The newcomers BORAMILAN FS and ACELLBIA moved up to the top two ranks of the top ten (table 2). The third newcomer of the top ten REVLIMIDE moved up to rank four. Apart from them, another four brand names showed positive growth rates in purchases. At the same time, COPAXONE TEVA (+1%) and GENFAXON (+44%) retained their previous ranks three and eight, whereas COAGIL-VII (+14%) and REMICADE (+9%) moved down to the lower ranks six and ten. The drugs MABTHERA (-67%), HERCEPTIN (-2%) and VELCADE (-66%) which showed negative growth rates moved down to ranks five, six and nine respectively. The total share of the top 10 brand names increased from 33.5% to 34.1%.

Table 2. The top ten brand names for DLO.

Rank in the top ten		Brand name	Share in total DLO volume, %	
2015	2014		2015	2014
1	N/A	BORAMILAN FS	5.4	0.0
2	47	ACELLBIA	5.3	0.0
3	3	COPAXONE TEVA	5.1	5.9
4	46	REVLIMIDE	3.3	0.2
5	1	MABTHERA	2.8	9.8
6	5	HERCEPTIN	2.5	3.0
7	6	COAGIL-VII	2.5	2.5
8	8	GENFAXON	2.4	1.9
9	2	VELCADE	2.3	7.9
10	7	REMICADE	2.3	2.4
Total			34.1	33.5

Four INNs of the top-ten INN and Group Names held its own in the ranking (table 3). As before, RITUXIMAB (-5%) and BORTEZOMIB (+12%) topped the ranking, and INTERFERON BETA-1A and EPTACOG ALFA (ACTIVATED) (+14% each) held their ranks five and eight. FACTOR VIII (+9%) moved up to rank three from four, displacing GLATIRAMER ACETATE (+1%) down one rank. The newcomers INN LENALIDOMIDE, which purchases increased 26 times, and IMATINIB (+78%) broke into the ranks of the top ten, coming in at numbers six and ten. At the same time, the less dynamic INSULIN GLARGINE (+9%) and TRASTUZUMAB (-2%), which reduced its purchases, moved down to ranks seven and nine. The total share of the top ten ranking increased by 0.6 p.p. and achieved 44.3%.

Table 3. The top ten INN and group names for DLO

Rank in the top ten		Brand name	Share in total DLO volume, %	
2015	2014		2015	2014
1	1	RITUXIMAB	8.1	9.8
2	2	BORTEZOMIB	7.8	7.9
3	4	FACTOR VIII	5.4	5.6
4	3	GLATIRAMER ACETATE	5.1	5.9
5	5	INTERFERON BETA-1A	4.1	4.1
6	49	LENALIDOMIDE	3.3	0.2
7	6	INSULIN GLARGINE	3.0	3.1
8	8	EPTACOG ALFA (ACTIVATED)	2.6	2.6
9	7	TRASTUZUMAB	2.5	3.0
10	13	IMATINIB	2.4	1.6
Total			44.3	43.7

The top ten ATC groups ranking didn't change its leader either. Despite lagging behind the growth rates, L01 Antineoplastic agents (+9%) continued to take the lead in the top ten (Table 4). Four ATC Groups from the top ten showed outstripping growth rates. B02 Antihemorrhagics (+19%), J05 Antivirals for systemic use (+42%) and B03 Antianemic preparations (+27%) moved up to ranks two, seven and nine, and L04 Immunosuppressants (+86%) held its previous rank five. The other ATC groups showed relatively low growth rates, which resulted for most of them in a loss of their ranks. For instance, L03 Immunostimulants and A10 Drugs Used in Diabetes (+8% each), and A16 Other alimentary tract and metabolism products (+5%) and L02 Endocrine therapy (+12%) moved down one rank. ATC group R03 Drugs for obstructive airway diseases (+7%) held its previous rank six. The consolidated share of the ranking increased from 83.4% to 84.3%.

Table 4. The top ten ATC groups for DLO

Rank		ATC code	ATC group	Share in total DLO volume, %	
2015	2014			2015	2014
1	1	L01	ANTINEOPLASTIC AGENTS	27.2	28.8
2	4	B02	ANTIHEMORRHAGICS	11.8	11.4
3	2	L03	IMMUNOSTIMULANTS	10.9	11.6
4	3	A10	DRUGS USED IN DIABETES	10.8	11.5
5	5	L04	IMMUNOSUPPRESSANTS	8.7	5.4
6	6	R03	DRUGS FOR OBSTRUCTIVE AIRWAY DISEASES	4.1	4.4
7	8	J05	ANTIVIRALS FOR SYSTEMIC USE	3.1	2.5
8	7	A16	OTHER ALIMENTARY TRACT AND METABOLISM PRODUCTS	2.9	3.2
9	10	B03	ANTIANEMIC PREPARATIONS	2.5	2.2
10	9	L02	ENDOCRINE THERAPY	2.3	2.3
Total				84.3	83.4

Data on supplies to the top ten regions of Russia under State Reimbursement Program (DLO) are shown in Table 5. The highest supplies volumes were observed in Moscow with an almost 23% market share in the DLO segment, in Moscow Region, St. Petersburg and Sverdlovsk Region. Note that the supplies growth was positive in terms of roubles in all ten regions. The total share of the top ten regions in the DLO sector accounted for 47.8%.

Table 5. The top ten regions by sales for DLO

Rank		Region	Share in total DLO volume, %	
2015	2014		2015	2014
1	1	Moscow	22.5	20.9
2	2	Moscow Region	4.6	4.7
3	3	Saint Petersburg	4.3	4.2
4	4	Sverdlovsk Region	2.9	3.0
5	5	Krasnodar Krai	2.6	2.6
6	6	Tatarstan Republic	2.6	2.5
7	9	Rostov Region	2.3	2.2
8	7	Bashkortostan Republic	2.2	2.3
9	8	Novosibirsk Region	2.0	2.2
10	10	Nizhny Novgorod Region	1.9	2.0
Total			47.8	46.7

Conclusion. On the basis of the results for 2015, the DLO segment of Russia brought in RUB 98.776 bil. (USD 1.630 bil.) in contractual prices. This was 15% more in terms of roubles and 32% less in terms of dollars than in 2014. In pack terms, the supplies reduced by 1% and amounted to 82.353 mil. packs. The average cost of OTC pack participating in the DLO Programme reduced as compared to the figures of the past year (USD 19.80 vs USD 28.79).

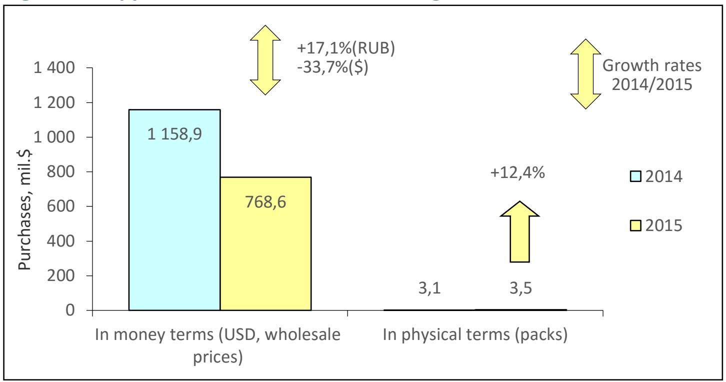
[1] From 2008 until now, data on DLO have been provided as shipments in contractual prices, which are prices at which the government will reimburse moneys to the distributor.

[2] Hereinafter, unless otherwise stated, growth gains are stated in the rouble equivalent or national currency.

2015 COST DEMANDING NOSOLOGIES PROGRAM

Based on the results for 2015, supplies under the Cost Demanding Nosologies (CDN) Program grew by 17.1% in terms of roubles and reduced by 33.7% in terms of dollars as compared to the same period a year ago (Fig. 1). In terms of packs, the growth accounted for over 12.4%. In absolute terms the supplies are estimated at RUB 46.7 bil. or USD 769.0 mil.

Figure 1. Supplies trend under the CDN Program in 2014 and 2015



In 2015, only two drug groups, the group of drugs to treat Gaucher's disease (-3.5%) and the group of drugs to treat pituitary dwarfism (-20.3%) showed reduction in procurement (Table 1). Decline in the sales of the Gaucher disease segment can be explained by the fact that the brand monopoly of Cerezym (INN Imiglucerase) Sanofi was broken for the first time. The alternative drug Vpriv (INN Velaglucerase) Shire which was authorized in 2013 took away 3.5% of the Cerezym's market. The significant reduction of INN Somatropin's market (-20.3%) in terms of value in the pituitary dwarfism segment was caused by a 29% decrease in procurement of drug Rastan (Pharmstandart) in physical terms. The drugs used in oncohematology showed the most significant increase in procurement (26.2% in money terms and 16% - in physical terms). Due to termination of the patent protection, the brands Velcade J & J (Bortezomib) and Mabthera (Rituximab) Roche losing 70% of their market each lost their monopoly in their INN groups. Boramilan (F-Synthesis) made up the largest part of the INN Bortezomib procurement, while Acelbiya (Biocad) - the largest part of the INN Rituximab. In total, the procurement of the above INNs accounted for 3/4 of the whole nosology segment. In addition to the oncohematology drugs, the drugs used to treat haemophilia also showed high growth rates of procurement (+16.9% in terms of roubles, +12.2% in terms of packs). All INN groups demonstrated positive growth rates. On top of that, the whole group of drugs related to INN groups which had been included in 7 Nosologies Program only since March 2015 were purchased for the first time: Factor YIII + Factor Von Wellebrand (Vilate, Octapharma and Hemate P, CSL Behring) and Factor YIII Inhibitor Bypassing Fraction (Feiba, Baxter), and an innovative drug developed by Generium Octofactor authorized in 2013. The procurement of the group of drugs to treat multiple sclerosis grew less than all supplies under 7 Nosologies Program (8.1% in terms of roubles and 8.6% in terms of packs). In the structure of this market, distribution between INN segments changed in favour of Interferone beta-1a and Interferone beta-1b, which shares grew up to 38% and 14%, respectively. At the same time, the share of INN Glatiramer Acetate, in which Copaxone-Teva continued to hold a monopoly position, decreased to 48%. Due to termination of the patent protection, the Russian innovative drugs prepared to enter the Glatiramer Acetate market. Supplies of immunosuppressive drugs increased by 6.9% in terms of roubles and amounted to 4.1% of the 7 Nosologies Program. The growth in terms of packs accounted for 24%, while the average price per pack fell by 13.7%. The positive dynamics was determined by supplies of INN Tacrolimus (+ 14.5%) and Mycophenolic Acid (+ 15.3%). With the growth of value sales by14.5% and 15.3%, respectively, the shares of these INN groups in the segment structure accounted for 51% and 35%. It is characteristic that the dynamics in physical terms was significantly higher (44% and 30.5%). The average price per pack decreased 13.7% and 11.7% respectively. Supplies in the cystic fibrosis segment represented by the only drug Pulmozyme (Dornase Alfa) Roche increased by 10.8% both in physical terms and money terms. As a part of all supplies under the 7 Nosologies Program, Pulmozyme accounted for 2.8%.

Table 1. Supplies profile under the CDN Program

Nosologies	INN	Share in total CDN supplies, % 2015	2014
Oncohematology		43.9	40.8
	BORTEZOMIB	16.4	17.1
	RITUXIMAB	16.0	20.0
	LENALIDOMIDE	6.2	0.0
	IMATINIB	4.8	3.0
	FLUDARABINE	0.5	0.6
Haemophilia		23.9	23.9
	FACTOR VIII	11.3	12.2
	EPTACOG ALFA (ACTIVATED)	5.4	5.5
	OCTOCOG ALFA	3.9	3.9
	FACTOR IX	2.2	2.3
	FACTOR VIII INHIBITOR BYPASSING FRACTION	0.6	0.0
	FACTOR VIII + FACTOR VON WILLEBRAND	0.4	0.0
	MOROCTOCOG ALFA	0.1	0.0
Sclerosis Multiplex		22.6	24.5
	GLATIRAMER ACETATE	10.9	12.6
	INTERFERON BETA-1A	8.6	8.8
	INTERFERON BETA-1B	3.1	3.0
Transplantology		4.1	4.4
	TACROLIMUS	2.1	2.1
	MYCOPHENOLIC ACID	1.4	1.5
	CICLOSPORIN	0.4	0.5
	MYCOPHENOLATE MOFETIL	0.2	0.4
Mucoviscidosis		2.8	3.0
	DORNASE ALFA	2.8	3.0
Gaucher disease		2.5	3.0
	IMIGLUCERASE	2.4	3.0
	VELAGLUCERASE ALFA	0.1	0.0
Pituitary dwarfism		0.3	0.4
	SOMATROPIN	0.3	0.4
Total		100.0	100.0

Based on the results for 2015, the top ten brand names considerably changed as compared to the same period in the previous year. The new Russian generic drugs Boramilan Fs (F-Sintez) and Acellbia (Biocard) moved up to ranks 1 and 2 in the ranking. One more domestic generic product to treat myeloleukemia Filahromin Fs (F-Sintez) moved up from rank 17 to 9 in the ranking.

Table 2. The top 10 brand names by hospitals' purchases

Rank 2015	Rank 2014	Brand	Share in total CDN supplies, % 2015	2014
1		Boramilan FS	11.5%	
2		Acelbiya	11.1%	
3	3	COPAXONE-TEVA	10.9%	12.6%
4		REVLIMID	6.2%	
5	4	COAGIL-VII	5.2%	5.4%
6	5	GENFAXON	5.1%	4.2%
7	2	VELCADE	4.9%	17.1%
8	1	MABTHERA	4.9%	20.0%
9	17	Philachromin FS	3.9%	1.3%
10	8	OCTANAT	3.4%	3.2%
Total			67.1%	75.7%

Due to launching new domestic products to the market and the expansion of shares of the drugs that have already been there, the top ten drug-manufactures ranking under the 7 Nosologies Program fundamentally changed based on the results of 2015. F-Syntez (Boralamin FS and Philachromin FS) and Biocad (Acelbiya), which accounted for 15.4% and 12.0% of all supplies under 7 Nosologies Programe, moved up to ranks one and two of the top ten ranking. The newcomer Generium (Infibeta and Coagil-VII) broke into the ranks of the top ten, coming in at number 6 (6.5%). The former leaders of the top ten, drug manufacturers Roche and J&, which sales reduced by over 60% moved down to ranks 5 and 9 respectively. Teva and Baxter held their previous ranks 3 and 4. On top of that, sales of the latter grew by 18.7%. Laboratorio Tuteur (+15%) and Octapharma (+17.8%) also showed growth in procurement, moving up to ranks 8 and 10 respectively. Due to purchases of Revlimid (rank 7), the Switzerland-based Celgene also entered the top ten drug manufacturers ranking. The total share of the top ten manufacturers accounted for 84%, the same of the top ten drugs - 67%.

Table 3. Top 10 manufacturers by supplies under the CDN Program

Rank in the top ten 2015	2014	Manufacturer*	Share in total CDN supplies, % 2015	2014
1	15	F-SYNTEZ	15.4%	1.3%
2	13	BIOCAD RF	12.0%	1.4%
3	3	**TEVA***	11.0%	13.5%
4	4	**BAXTER INT**	10.3%	10.2%
5	1	**ROCHE***	7.7%	23.0%
6	5	GENERIUM ZAO RF	7.6%	7.0%
7	N/A	CELGENE	6.2%	0.0%
8	6	**LABORATORIO TUTEUR**	5.5%	5.6%
9	2	**JOHNSON & JOHNSON***	4.9%	17.1%
10	7	**OCTAPHARMA**	4.2%	4.2%
			84.8%	83.3%

*AIPM members are in bold

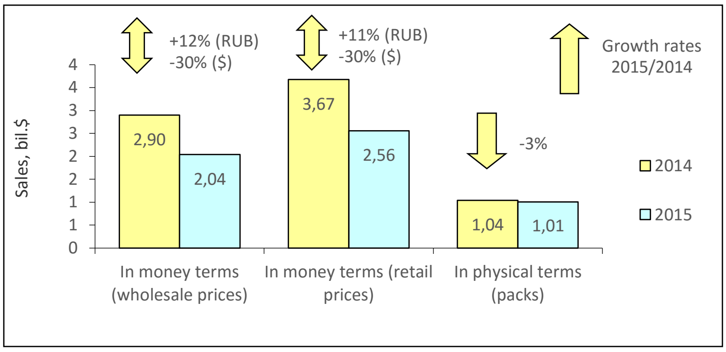
Conclusion. In total, in 2015 the purchases of the Russian drugs in money terms increased 4 times as compared to the previous year, and their share in the structure of 7 Nosologies Program grew from 10.4% to 35.4% (in pack terms from 12% to 18%). The share of the foreign drugs, which final technological stages are localized in the Russian manufacturing sites according to State Register, accounted for 48% of all supplies (in terms of packs and roubles). Therefore, a share of purely imported drugs accounted for 16% (34% in terms of packs). Compared with the previous year, the share of Russian products was built-up primarily due to the decrease in the share of localized products.

CFD PHARMACY MARKET (WITHOUT MOSCOW): 2015 RESULTS

According to Federal State Statistics Service, as of January 1, 2015 estimated population of the Central Federal District (CFD) (without Moscow) was 26.754 mil., which accounted for 18.3% of the total Russian Federation population. According to Federal State Statistics Service's data, based on the results for 2015 the average wage in the CFD was RUB 41,848 (USD 686.71), which was 23% higher than the average wage in Russia (RUB 33,981).

According to the results of the Retail Audit of Finished Pharmaceutical Products (FPP) in Russian Federation™, at year-end 2015 the sales of drugs in physical terms in the Central Federal District saw a 3% decrease to 1.007 bil. packs. In money terms, the market saw a 12% increase in terms of roubles, whereas it showed a negative decline (-30%) in terms of dollars. The market reached RUB 124.058 bil. (USD 2.040 bil.) at wholesale prices (Fig.1). The region market share accounted for 19.1% of the Russian pharmacy retail sales. The average cost of an OTC pack reduced as compared to a year earlier period (USD 3.52) and reached USD 2.54 at retail prices. At the end of 2015, the average amount spent by the region residents for drugs in the pharmacies amounted to USD 95.55.

Figure 1. CFD (without Moscow) pharmacy market in 2014 – 2015



Based on the results for 2015, the ranking of the top ten drug manufacturers on the pharmacy market of the Central Federal District (without Moscow) didn't change in composition (Table 1). On top of that, a large majority of its drug manufacturers held their own in the ranking. The drug manufacturers SANOFI-AVENTIS (+1%), BAYER (+11%), SERVIER (+4%), NYCOMED/TAKEDA (+9%), MENARINI (+7%) and GLAXOSMITHKLINE (+2%) maintained their previous upper ranks, and TEVA (+8%) rounded out the top ten ranking. The only shift in the ranking affected the drug manufacturers placed at ranks seven through nine. The drug manufacturer SANDOZ (-0.4%) showed insignificant, but negative growth rates and moved down from rank seven to nine, giving way to the manufacturers with strong positive growth rates. GEDEON RICHTER (+14%) and OTCPHARM (+15%) moved up to ranks seven and eight. The total share of the top 10 drug manufacturers decreased almost 1.6 p.p. to 32.7%.

Table 1. The top ten drug manufacturers by pharmacy sales

Rank		Manufacturer*	Share in total pharmacy sales, %	
2015	2014		2015	2014
1	1	**SANOFI-AVENTIS**	4.5	5.0
2	2	**BAYER HEALTHCARE**	4.3	4.3
3	3	**SERVIER**	3.5	3.7
4	4	**NYCOMED/TAKEDA**	3.5	3.5
5	5	**MENARINI**	3.2	3.3
6	6	**GLAXOSMITHKLINE**	2.9	3.2
7	8	GEDEON RICHTER	2.8	2.8
8	9	OTCPHARM	2.8	2.7
9	7	**SANDOZ GROUP**	2.8	3.1
10	10	**TEVA**	2.5	2.6
Total			32.7	34.2

*AIPM members are in bold

ESSENTIALE N (-8%), ACTOVEGIN (+3%), MEXIDOL (+15%) and KAGOCEL (+12%), which held the top four ranks in the top ten brand names, continued to be the best-selling drugs on the regional market (Table 2). The most dynamic brand name of the top 10 ranking CARDIOMAGNYL (+18%) moved up to rank five from seven. At the same time, CONCOR (-0.3%) and ALFLUTOP (+3%) moved down one rank, to numbers six and seven, respectively. The brand names with high growth rates moved up to three bottom ranks. DETRALEX (+11%) moved up from rank ten to eight, and the newcomer of the top ten PENTALGIN (+7%) and NISE (+11%) moved up to ranks nine and ten. The total share of the top 10 brand names reduced from 6.7% to 6.3%.

Table 2. The top ten brand names by pharmacy sales

Rank		Brand	Share in total pharmacy sales, %	
2015	2014		2015	2014
1	1	ESSENTIALE N	0.9	1.0
2	2	ACTOVEGIN	0.8	0.9
3	3	MEXIDOL	0.7	0.7
4	4	KAGOCEL	0.7	0.7
5	7	CARDIOMAGNYL	0.6	0.6
6	5	CONCOR	0.6	0.7
7	6	ALFLUTOP	0.6	0.6
8	10	DETRALEX	0.5	0.5
9	11	PENTALGIN	0.5	0.5
10	14	NISE	0.5	0.5
Total			6.3	6.7

One newcomer entered the top-ten INN and group names ranking: the composition DIOSMIN*HESPERIDIN (+24%) moved up to rank ten from 11 (Table 3). In addition, INN NIMESULIDE (+18%) and PANCREATIN (+14%) moved up two ranks, coming in at numbers two and four, respectively. At the same time, BISOPROLOL (+7%), PHOSPHOLIPIDS (-8%) and BLOOD (+5%), in contrast, showed low and negative growth rates and moved down to the lower ranks three, five and six, respectively. Four INNs from the top 10 INNs held their own in the ranking. XYLOMETAZOLINE (+14%) maintained its rank number one, and IBUPROFEN (+20%), ETHYLMETHYLHYDROXYPYRIDINE (+16%) and DICLOFENAC (+19%) retained their ranks seven through nine, respectively. The cumulative share of the top 10 ranking remained unchanged and amounted to 9.8%.

Table 3. The top 10 INNs and group names by pharmacy sales

Rank		INNs/Group Names	Share in total pharmacy sales, %	
2015	2014		2015	2014
1	1	XYLOMETAZOLINE	1.6	1.6
2	4	NIMESULIDE	1.1	1.0
3	2	BISOPROLOL	1.1	1.1
4	6	PANCREATIN	1.0	1.0
5	3	PHOSPHOLIPIDS	0.9	1.1
6	5	BLOOD	0.9	1.0
7	7	IBUPROFEN	0.9	0.8
8	8	ETHYLMETHYLHYDROXYPYRIDINE	0.8	0.8
9	9	DICLOFENAC	0.8	0.7
10	11	DIOSMIN*HESPERIDIN	0.7	0.6
Total			9.8	9.8

As in the previous rankings, the top 10 ATC groups didn't change its leaders (Table 4). In this case, the top six groups held their own in the ranking: M01 Anti-inflammatory and antirheumatic products and C09 Agents acting on the rennin-angiotensin system (+15% each), and R01 Nasal preparations (+12%), N02 Analgesics (+14%), J01 Antibacterials for systemic use (+12%) and R05 Cough and cold preparations (+3%). In addition, ATC group N06 Psychoanaleptics (+14%) didn't changed its position either and as before held its previous rank ten. Due to 16% growth in sales, the groups G03 Sex hormones and A11 Vitamines moved up to the higher ranks seven and nine, respectively. On top of that, the latter appeared in the top 10 ranking for the first time. In contrast, the less dynamic A07 Antidiarrheals, intestinal anti-inflammatory/antiinfective agents (+9%) moved down one rank. In total, following the results for 2015 the top ten ATC groups accumulated 35.10% of the reginal market.

Table 4. The top ten ATC Groups by pharmacy sales

Rank		ATC code	ATC group	Share in total pharmacy sales, %	
2015	2014			2015	2014
1	1	M01	ANTIINFLAMMATORY AND ANTIRHEUMATIC PRODUCTS	5.1	5.0
2	2	C09	AGENTS ACTING ON THE RENIN-ANGIOTENSIN SYSTEM	4.4	4.2
3	3	R01	NASAL PREPARATIONS	3.7	3.7
4	4	N02	ANALGESICS	3.6	3.6
5	5	J01	ANTIBACTERIALS FOR SYST USE	3.6	3.6
6	6	R05	COUGH AND COLD PREPARATIONS	3.1	3.4
7	8	G03	SEX HORMONES AND MODULATORS OF THE GENITAL SYSTEM	3.0	2.9
8	7	A07	ANTIDIARR.,INTEST. ANTI-INFL./ANTIINFECT. AGENTS	2.9	3.0
9	11	A11	VITAMINS	2.8	2.7
10	10	N06	PSYCHOANALEPTICS	2.8	2.7
Total				35.1	34.8

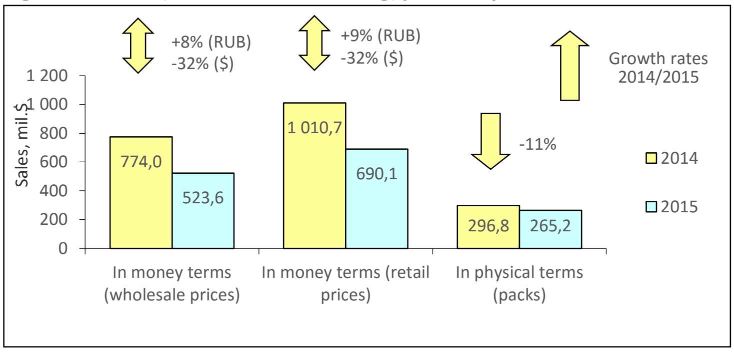
Conclusion. On the basis of the results for 2015, the retail pharmacy market of the Central Federal District (without Moscow) brought in RUB 155.411 bil. (USD 2.556 bil.) It was 11% more in terms of roubles and 30% less in terms of dollars than in 2014. In natural terms, the market showed the negative growth rates (-3%) and brought in 1.007 bil. packs. At the end of 2015, the average cost of a FPP pack in the regional pharmacies was USD 2.54, which was lower than in 2014 (USD 3.52), but less than the national average (USD 2.87). However, the average medicine expenses of the CFD residents were higher than the national average expenses in Russia (USD 95.55 vs. USD 85.68).

NWFD (WITHOUT SAINT PETERSBURG) PHARMACY MARKET: 2015 RESULTS

According to Federal State Statistics Service, as of January 1, 2015 estimated population of the North-Western Federal District (NWFD) (without St. Petersburg) was 8.652 mil., which accounted for 5.9% of the total Russian Federation population. According to Federal State Statistics Service's data, based on the results for 2015 the average wage in the NWFD (without St. Petersburg) was RUB 37,616 (USD 617.26), which was 11% higher than the average wage in Russia (RUB 33,981).

According to the results of the Retail Audit of Finished Pharmaceutical Products (FPP) in Russian Federation™, at year-end 2015 the sales of drugs in physical terms in the NWFD (without St. Petersburg) saw a 11% decrease to 265.231 bil. packs. In money terms, the market saw a 8% increase in terms of roubles, whereas it showed a negative decline (-32%) in terms of dollars. The market reached RUB 31.817 bil. (USD 523.605 mil.) at wholesale prices (Fig.1). The regional market share accounted for 5.2% of the Russian pharmacy sales. The average cost of an OTC pack reduced as compared to a year earlier period (USD 3.41) and reached USD 2.60 at retail prices. At the end of 2015, the average amount spent by the region residents for drugs in the pharmacies amounted to USD 79.76.

Figure 1. NWFD (without St. Petersburg) pharmacy market in 2014 – 2015



At the end of 2015, the top ten drug manufacturers on the pharmacy market of the North-Western Federal District (without St. Petersburg) showed high stability: seven of its drug-manufacturers retained their positions unchanged (Table 1). As before, the drug manufacturers SANOFI-AVENTIS (-1%), BAYER (+7%), SERVIER (+3%), GEDEON RICHTER (+11%), SANDOZ (0%), NYCOMED/TAKEDA (+5%) and GLAXOSMITHKLINE (+1%) held their previous top seven ranks in the top ten ranking. The drug manufacturers OTCPHARM (+13%) and STADA (+15%) moved up one rank, to numbers eight and ten. On top of that the latter became the only newcomer of Top-10 rating. The drug manufacturer MENARINI showed zero growth rates and moved down from rank eight to nine. The total share of the top 10 drug manufacturers decreased almost 1.1 p.p. to 34.4%.

Table 1. The top ten drug manufacturers by pharmacy sales

Rank		Manufacturer*	Share in total pharmacy sales, %	
2015	2014		2015	2014
1	1	**SANOFI-AVENTIS**	4.7	5.1
2	2	**BAYER HEALTHCARE**	4.4	4.4
3	3	**SERVIER**	4.2	4.3
4	4	GEDEON RICHTER	3.8	3.7
5	5	**SANDOZ GROUP**	3.4	3.7
6	6	**NYCOMED/TAKEDA**	3.3	3.4
7	7	**GLAXOSMITHKLINE**	2.8	3.0
8	9	OTCPHARM	2.7	2.6
9	8	**MENARINI**	2.7	2.9
10	11	**STADA**	2.6	2.4
Total			34.4	35.5

*AIPM members are in bold

The top-ten brand names ranking experienced more considerable transformations (table 2). Its leader also changed: Antiviral drug KAGOCEL (+27%) moved up to rank one from four, displacing the hepatoprotective drug ESSENTIALE N (-16%) down one rank. The drugs CARDIOMAGNYL (+17%) and CONCOR (+1%) moved up to ranks three and four from the lower ranks, while ACTOVEGIN (-10%), EXODERIL (-13%) and ALFLUTOP (-8%) reduced their sales and moved down to rank five through seven respectively. The brand names NISE (-1%) and DETRALEX (+2%) retained their ranks eight and ten. The only newcomer PRESTARIUM A (+10%) broke into the ranks of the top ten, coming in at number nine. The total share of the top 10 brand names reduced from 7% to 6.4%.

Table 2. The top ten brand names by pharmacy sales

Rank		Brand	Share in total pharmacy sales, %	
2015	2014		2015	2014
1	4	KAGOCEL	0.8	0.7
2	1	ESSENTIALE N	0.8	1.0
3	7	CARDIOMAGNYL	0.7	0.7
4	5	CONCOR	0.7	0.7
5	2	ACTOVEGIN	0.6	0.8
6	3	EXODERIL	0.6	0.7
7	6	ALFLUTOP	0.6	0.7
8	8	NISE	0.5	0.6
9	12	PRESTARIUM A	0.5	0.5
10	10	DETRALEX	0.5	0.6
Total			6.4	7.0

Three newcomers broke into the ranks of the top ten INN and generic names ranking (table 3). The composition ACETYLSALICYLIC ACID* MAGNESIUM (+17%), and INNs DICLOFENAC (+15%) and ATORVASTATIN (+19%) moved up to the three bottom ranks of the top ten. Apart from them, another three names of the top ten showed growth in sales. IBUPROFEN (+21%) moved up from rank five to three, PANCREATIN (+11%) from rank six to five and KAGOCEL (+27%) from rank 10 to 7. At the same time, INN PHOSPHOLIPIDS (-17%) notably reduced its sales and moved down three ranks, coming in at number six. INNs XYLOMETAZOLINE (+13%) and BISOPROLOL (+6%), which topped the top ten, held their own in the ranking, and NIMESULIDE (+15%) maintained its previous rank 4. The cumulative share of the top 10 under review increased from 9.4% to 9.7%.

Table 3. The top 10 INNs and group names by pharmacy sales

Rank		INNs/Group Names	Share in total pharmacy sales, %	
2015	2014		2015	2014
1	1	XYLOMETAZOLINE	1.6	1.5
2	2	BISOPROLOL	1.2	1.2
3	5	IBUPROFEN	1.1	1.0
4	4	NIMESULIDE	1.0	1.0
5	6	PANCREATIN	0.9	0.8
6	3	PHOSPHOLIPIDS	0.9	1.1
7	10	KAGOCEL	0.8	0.7
8	13	ACETYLSALICYLIC ACID* MAGNESIUM	0.7	0.7
9	12	DICLOFENAC	0.7	0.7
10	16	ATORVASTATIN	0.7	0.6
Total			9.7	9.4

M01 Anti-inflammatory and antirheumatic products (+9%) and C09 Agents acting on the rennin-angiotensin system (+14%) remained the best selling groups in the regional pharmacy market (table 4). N02 Analgesics (+7%) and R01 Nasal preparations (+12%) moved up to ranks three and four by sales, displacing the less dynamic R05 Cough and cold preparations (+3%) down to rank five. ATC groups J01 Antibacterials for systemic use (+14%) and J05 Antivirals for systemic use (+20%) also moved up one rank, displacing A11 Vitamins (+7%) and A07 Antidiarrheals, intestinal anti-inflammatory/antiinfective agents (+8%) down to ranks seven and ten, respectively. G03 Sex hormones (+16%) held its own rank 8. In total, based on the results for 2015 the top ten ATC groups accumulated 36.7% of the regional market, which was almost 1 p.p. more than in the year-earlier period.

Table 4. The top ten ATC Groups by pharmacy sales

Rank		ATC code	ATC group	Share in total pharmacy sales, %	
2015	2014			2015	2014
1	1	M01	ANTIINFLAMMATORY AND ANTIRHEUMATIC PRODUCTS	5.1	5.1
2	2	C09	AGENTS ACTING ON THE RENIN-ANGIOTENSIN SYSTEM	4.8	4.5
3	4	N02	ANALGESICS	3.7	3.7
4	5	R01	NASAL PREPARATIONS	3.7	3.6
5	3	R05	COUGH AND COLD PREPARATIONS	3.7	3.8
6	7	J01	ANTIBACTERIALS FOR SYST USE	3.4	3.2
7	6	A11	VITAMINS	3.3	3.4
8	8	G03	SEX HORMONES AND MODULATORS OF THE GENITAL SYSTEM	3.3	3.0
9	10	J05	ANTIVIRALS FOR SYSTEMIC USE	2.9	2.6
10	9	A07	ANTIDIARR.,INTEST. ANTI-INFL./ANTIINFECT. AGENTS	2.8	2.8
Total				36.7	35.8

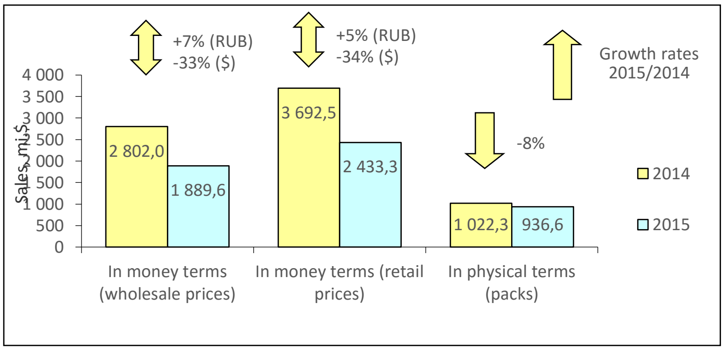
Conclusion. On the basis of the results for 2015, the retail pharmacy market of the North-Western Federal District (without St.Petersburg) brought in RUB 41.913 bil. (USD 690.071 mil.). It was 9% more in terms of roubles and 32% less in terms of dollars than in 2014. In physical terms, the market showed the negative growth rates (-11%) and brought in 265.231 mil. packs. At year-end, the average cost of a FPP pack in the regional pharmacies was USD 2.60, whereas in 2014 it was USD 3.41, and the national average - USD 2.87. The average medicine expenses of the NWFD residents were lower than the national average expenses in Russia (USD 79.76 vs. USD 85.68).

VFD PHARMACY MARKET: 2015 RESULTS

According to Federal State Statistics Service, as of January 1, 2015 estimated population of the Volga Federal District (VFD) was 29.715 mil., which accounted for 18.3% of the total Russian Federation population. According to Federal State Statistics Service's data, in 2015 the average wage in the region was RUB 25,717 (USD 422.05), which was 24% lower than the national average wage in Russia (RUB 33,981).

According to the results of the Retail Audit of FPP drugs in Russian Federation™, in 2015 the VFD pharmacy market volume in physical terms reduced by 8% to 936.558 mil. packs (Fig. 1). In wholesale prices, the market showed the positive performance in terms of roubles (+7%) and negative one in terms of dollars (-33%) and reached RUB 114.850 bil. (USD 1.890 bil.) A region's share in the total pharmacy sales in Russia accounted for 18.2%. At year-end 2015, the average cost of a FPP pack in the VFD pharmacies was USD 2.60, while in 2014 - USD 3.61. At year-end 2015, the average per capita expenses for purchase of drugs in the pharmacies were estimated at USD 81.89.

Figure 1. VFD pharmacy market in 2014 – 2015



Based on the results for 2015, two newcomers broke into the ranks of the top ten drug manufacturers on the retail market of Volga Federal District - the manufacturers STADA (+13%) and GEDEON RICHTER (+12%) moved up to ranks nine and ten, respectively (table 1). Apart from the newcomers, only two more manufacturers managed to rise in the ranks. NYCOMED/TAKEDA (+9%) and OTCPHARM (+12%) moved up to ranks three and four. Almost all the other drug manufacturers from the top ten ranking showed negative growth rates. Only sales of the drug manufacturer MENARINI saw a 2% increase, thereby it held its previous rank eight. In addition, the leaders of the top ten ranking held their own in the ranking: SANOFI-AVENTIS (-5%) and BAYER (-4%), and SERVIER (-0.1%) placed at rank five. The drug manufacturers SANDOZ (-6%) and TEVA (-3%) moved down to ranks six and seven. The total share of the top 10 drug manufacturers decreased from 33.5% to 31.9%.

Table 1. The top ten drug manufacturers by pharmacy sales

Rank		Manufacturer*	Share in total pharmacy sales, %	
2015	2014		2015	2014
1	1	**SANOFI-AVENTIS**	4.7	5.3
2	2	**BAYER HEALTHCARE**	3.6	4.0
3	4	**NYCOMED/TAKEDA**	3.4	3.4
4	7	OTCPHARM	3.1	3.0
5	5	**SERVIER**	3.0	3.2
6	3	**SANDOZ GROUP**	3.0	3.4
7	6	**TEVA**	2.8	3.1
8	8	**MENARINI**	2.8	3.0
9	11	**STADA**	2.7	2.6
10	12	GEDEON RICHTER	2.6	2.5
Total			31.9	33.5

*AIPM members are in bold

The top four brands in the top ten brand names didn't change - the hepatoprotective drug ESSENTIALE N (-14%), the stimulant of tissue regeneration ACTOVEGIN (+4%), the antiviral drug KAGOCEL (+21%), the balancer of bone and cartilaginous tissue metabolism ALFLUTOP (+9%) held their previous ranks one through four, respectively (Table 2). Five of six remaining brand names of the top 10 rose in the ranks. CARDIOMAGNYL (+21%) moved up to rank five from six, MEXIDOL (+11%) - from rank nine to six and CONCOR (+5%) - from rank ten to seven. The newcomers PENTALGIN (+8%) and ERGOFERON (+28%) broke into the ranks of the top ten, coming in at numbers eight and nine. INGAVIRIN (-19%) reduced its sales considerably and moved down to rank ten. The total share of the top ten brand names reduced by 0.3 p.p. and accounted for 6.6%.

Table 2. The top ten brand names by pharmacy sales

Rank		Brand	Share in total pharmacy sales, %	
2015	2014		2015	2014
1	1	ESSENTIALE N	1.1	1.4
2	2	ACTOVEGIN	0.9	0.9
3	3	KAGOCEL	0.7	0.7
4	4	ALFLUTOP	0.7	0.7
5	6	CARDIOMAGNYL	0.7	0.6
6	9	MEXIDOL	0.6	0.6
7	10	CONCOR	0.5	0.5
8	12	PENTALGIN	0.5	0.5
9	21	ERGOFERON	0.5	0.4
10	8	INGAVIRIN	0.4	0.6
Total			6.6	6.9

One newcomer entered the top-ten INN and group names ranking: INN ETHYLMETHYLHYDROXYPYRIDINE (+16%) moved up to rank ten from 12 (Table 3). In addition, another four INNs managed to move up one rank. XYLOMETAZOLINE and BISOPROLOL (+13% each), KAGOCEL (+10%) and FISH (+11%) moved up to ranks one, four, eight and nine. Due to reduction in sales, the former leader PHOSPHOLIPIDS (-12%) and BLOOD (-1%) placed at rank 4 moved down to ranks two and five, respectively. The INNs PANCREATIN (+15%), NIMESULIDE (+8%) and IBUPROFEN (+7%) held their own in the ranking. The cumulative share of the top 10 didn't change and accounted for 9.6%.

Table 3. The top 10 INNs and group names by pharmacy sales

Rank		INNs/Group Names	Share in total pharmacy sales, %	
2015	2014		2015	2014
1	2	XYLOMETAZOLINE	1.4	1.3
2	1	PHOSPHOLIPIDS	1.2	1.5
3	3	PANCREATIN	1.1	1.0
4	5	BISOPROLOL	1.0	1.0
5	4	BLOOD	0.9	1.0
6	6	NIMESULIDE	0.9	0.9
7	7	IBUPROFEN	0.8	0.8
8	9	KAGOCEL	0.7	0.7
9	10	FISH	0.7	0.7
10	12	ETHYLMETHYLHYDROXYPYRIDINE	0.7	0.7
Total			9.6	9.7

The Group M01 Anti-inflammatory and antirheumatic products (+8%) remained the leader in the top ten ATC groups ranking (Table 4). Yet only one ATC group J01 Antibacterials for systemic use (+9%) managed to maintain its position in the top 10, as before it held its previous rank three. Five ATC groups rose in the ranks. C09 Agents acting on the rennin-angiotensin system (+14%), G03 Sex hormones (+15%) and the newcomer of the top ten N06 Psychoanaleptics (+12%) moved up two ranks, coming in at numbers two, eight and nine. ATC groups N02 Analgesics (+4%) and R01 Nasal preparations (+9%) improved their positions by one p.p. coming in at numbers four and six. At the same time, R05 Cough and cold preparations (-4%), J05 Antivirals for systemic use (+5%) and A11 Vitamins (-2%) moved down to the lower ranks. In total, the top ten ATC groups accumulated 35.1% of sales, which is slightly more than in the year-earlier period.

Table 4. The top ten ATC Groups by pharmacy sales

Rank		ATC code	ATC group	Share in total pharmacy sales, %	
2015	2014			2015	2014
1	1	M01	ANTIINFLAMMATORY AND ANTIRHEUMATIC PRODUCTS	5.3	5.3
2	4	C09	AGENTS ACTING ON THE RENIN-ANGIOTENSIN SYSTEM	3.9	3.7
3	3	J01	ANTIBACTERIALS FOR SYST USE	3.8	3.8
4	5	N02	ANALGESICS	3.5	3.6
5	2	R05	COUGH AND COLD PREPARATIONS	3.4	3.8
6	7	R01	NASAL PREPARATIONS	3.3	3.2
7	6	J05	ANTIVIRALS FOR SYSTEMIC USE	3.2	3.2
8	10	G03	SEX HORMONES AND MODULATORS OF THE GENITAL SYSTEM	3.0	3.0
9	12	N06	PSYCHOANALEPTICS	2.8	2.7
10	8	A11	VITAMINS	2.8	3.0
Total				35.1	35.3

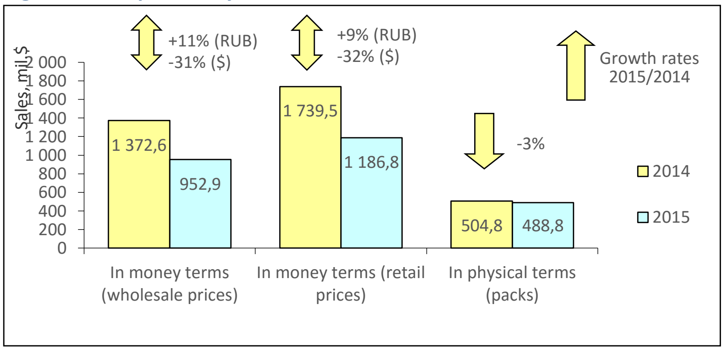
Conclusion. At the year-end 2015, the pharmacy market in the Volga Federal District was estimated at RUB 147.829 bil. (USD 2.433 bil.) in final consumer prices. At the same time, the market behaviour was positive in rouble (+5%) terms and negative in dollar (-34%) terms. In natural terms, the sales decreased by 8% to 936.558 mil. packs. The average cost of an FPP pack (USD 2.60) in the pharmacies reduced as compared to a year earlier (USD 3.61), but was lower than the average value in Russia (USD 2.87). Per capita expenses of the district residents for purchase of medicines in the pharmacies were also lower than the national average figures (USD 81.89 vs. USD 85.68).

SFD PHARMACY MARKET: 2015 RESULTS

According to Federal State Statistics Service, as of January 1, 2015 estimated population of the Southern Federal District (SFD) was 14.004 mil., which accounted for 9.6% of the total Russian Federation population. According to Federal State Statistics Service's data, based on the results for 2015 the average wage in the SFD was RUB 25,279 (USD 414.82), which was 26% lower than the national average wage in Russia (RUB 33,981).

According to the results of the Retail Audit of FPP (Finished Pharmaceutical Products) in Russian Federation™, at the end of 2015 the sales of drugs in physical terms in the Southern Federal District saw a 3% decrease to 488.849 mil. packs. In money terms, the market showed positive growth rates (+11%) in rouble terms, while in dollar terms it reduced (-31%) and reached RUB 57.953 bil. (USD 952.917 mil.) at wholesale prices (Fig. 1). The city market share accounted for 8.9% of the pharmacy sales in Russia. The average cost of an OTC pack reduced as compared to a year earlier period (USD 3.45) and reached USD 2.43 at retail prices. For twelve months of 2015, the average amount spent by residents of the SFD for drugs amounted to USD 84.75.

Figure 1. SFD pharmacy market in 2014 – 2015



Based on the results for 2015, one of the most dynamic leading manufacturers BAYER (+13%) took the lead in the top ten manufacturers ranking on the Southern Federal District market (table 1). Only the market of the newcomer of the top ten drug manufacturers GEDEON RICHTER (+18%) developed at a faster pace. The dynamics of the other drug manufacturers didn't exceed the national average, however another three of them managed to rise in the ranks. NYCOMED/TAKEDA (+11%) moved up from rank six to three, MENARINI (+11%) - from rank eight to six, and TEVA (+8%) moved up to rank eight from nine. The drug manufacturers with low and negative growth rates, SANOFI-AVENTIS (+0.1%) and PFIZER (-8%) moved down to ranks two and nine. The drug manufacturers SERVIER (+2%), SANDOZ (+3%) and GLAXOSMITHKLINE (+5%) also held their previous ranks four, five and seven. The total share of the top 10 drug manufacturers decreased 1.6 p.p. to 32%.

Table 1. The top ten drug manufacturers by pharmacy sales

Rank		Manufacturer*	Share in total pharmacy sales, %	
2015	2014		2015	2014
1	2	**BAYER HEALTHCARE**	4.6	4.5
2	1	**SANOFI-AVENTIS**	4.2	4.6
3	6	**NYCOMED/TAKEDA**	3.1	3.1
4	4	**SERVIER**	3.0	3.3
5	5	**SANDOZ GROUP**	3.0	3.2
6	8	**MENARINI**	2.9	2.9
7	7	**GLAXOSMITHKLINE**	2.9	3.1
8	9	**TEVA**	2.8	2.8
9	3	**PFIZER**	2.7	3.3
10	11	GEDEON RICHTER	2.7	2.6
Total			32.0	33.6

*AIPM members are in bold

The brand name LYRICA continued to top the regional top ten brand names ranking, though its sales reduced by 11% in the analysed region (Table 2). Also, FPPs ESSENTIALE N (-14%) and LINEX (-12%) showed negative growth rates and moved down to ranks three and eight, respectively. The other brand names of the top ten showed positive growth rates, moreover four of them rose in the ranks. ACTOVEGIN (+2%) moved up from rank three to two, CARDIOMAGNYL (+26%) from rank nine to five and INGAVIRIN (+14%) from rank ten to seven. The newcomer THERAFLEX (+26%) moved up to rank ten in the top ten. As before, the brand names KAGOCEL (+8%) and ALFLUTOP (+15%) held their previous ranks four and six, whereas CONCOR (+2%) moved down one rank, coming in at number nine. The total share of the top ten FPPs reduced by 0.7 p.p. and accounted for 6.8%.

Table 2. The top ten brand names by pharmacy sales

Rank		Brand	Share in total pharmacy sales, %	
2015	2014		2015	2014
1	1	LYRICA	1.4	1.8
2	3	ACTOVEGIN	0.9	1.0
3	2	ESSENTIALE N	0.8	1.1
4	4	KAGOCEL	0.7	0.7
5	9	CARDIOMAGNYL	0.6	0.5
6	6	ALFLUTOP	0.6	0.5
7	10	INGAVIRIN	0.5	0.5
8	5	LINEX	0.5	0.6
9	8	CONCOR	0.5	0.5
10	19	THERAFLEX	0.4	0.4
Total			6.8	7.5

Following the respective brand name, INN PREGABALIN (-8%) showed negative growth rates, which resulted in the loss of the leading positions in the top ten INNs and group names ranking (Table 3). INN XYLOMETAZOLINE (+17%) showing outrageous growth rates topped the top ten ranking. INN NIMESULIDE (+17%), PANCREATIN (+14%) and IBUPROFEN (+18%), which moved up to ranks three, four and seven respectively also showed high growth rates. In addition, the newcomer of the top ten the composition CHONDROITINSULFURIC ACID* GLUCOSAMINE (+22%) showed outstripping growth rates and moved up to rank ten. In contrast, three groups fell in the ranks. INNs BLOOD (+4%), PHOSPHOLIPIDS (-13%) and BISOPROLOL (+11%) moved down to ranks five, six and eight. As before, KAGOCEL (+8%) held its previous rank nine. The total share of the top ten INNs increased by almost 1 p.p. and accounted for 10.1%.

Table 3. The top 10 INNs and group names by pharmacy sales

Rank		INNs/Group Names	Share in total pharmacy sales, %	
2015	2014		2015	2014
1	2	XYLOMETAZOLINE	1.6	1.5
2	1	PREGABALIN	1.6	1.9
3	6	NIMESULIDE	1.1	1.0
4	5	PANCREATIN	1.1	1.0
5	4	BLOOD	1.0	1.0
6	3	PHOSPHOLIPIDS	0.9	1.1
7	8	IBUPROFEN	0.9	0.8
8	7	BISOPROLOL	0.9	0.9
9	9	KAGOCEL	0.7	0.7
10	12	CHONDROITINSULFURIC ACID* GLUCOSAMINE	0.7	0.6
Total			10.4	10.7

The top ten ATC groups ranking appeared to be rather stable - five of its groups held their own in the ranking (Table 4). M01 Anti-inflammatory and antirheumatic products (+17%), J01 Antibacterials for systemic use (+14%), N02 Analgesics and R01 Nasal preparations (+15% each) held their leading positions in the top ten, and G03 Sex hormones (+12%) held their previous rank nine. However, one newcomer A11 Vitamins (+13%) broke into the ranks of the top ten, coming in at number ten. Apart from that, two shifts took place in the top-10 ranking. R05 Cough and cold preparations (+9%) and C09 Agents acting on the rennin-angiotensin system (+15%) showed higher growth rates and moved up one rank, to numbers 5 and 7. At the same time, the less dynamic A07 Antidiarrheals, intestinal anti-inflammatory/antiinfective agents (+7%) and J05 Antivirals for systemic use (+9%), in contrast, moved down one rank. The consolidated share of the top 10 under review increased from 34.3% to 34.9%.

Table 4. The top ten ATC Groups by pharmacy sales

Rank		ATC code	ATC group	Share in total pharmacy sales, %	
2015	2014			2015	2014
1	1	M01	ANTIINFLAMMATORY AND ANTIRHEUMATIC PRODUCTS	5.0	4.8
2	2	J01	ANTIBACTERIALS FOR SYST USE	3.9	3.8
3	3	N02	ANALGESICS	3.7	3.5
4	4	R01	NASAL PREPARATIONS	3.7	3.5
5	6	R05	COUGH AND COLD PREPARATIONS	3.3	3.3
6	5	A07	ANTIDIARR.,INTEST. ANTI-INFL./ANTIINFECT. AGENTS	3.2	3.3
7	8	C09	AGENTS ACTING ON THE RENIN-ANGIOTENSIN SYSTEM	3.2	3.1
8	7	J05	ANTIVIRALS FOR SYSTEMIC USE	3.1	3.2
9	9	G03	SEX HORMONES AND MODULATORS OF THE GENITAL SYSTEM	3.1	3.1
10	11	A11	VITAMINS	2.7	2.7
Total				34.9	34.3

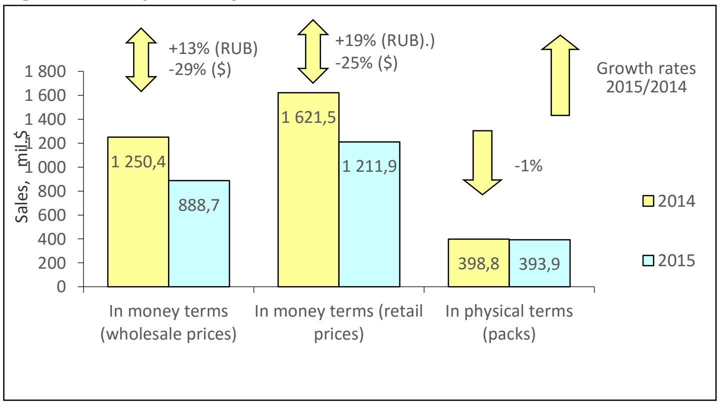
Conclusion. On the basis of the results for 2015, the retail pharmacy market of the SFD brought in RUB 72.117 bil. (USD 1.187 bil.) at retail prices. The sales saw a 9% increase in terms of roubles, and a 32% decrease in terms of dollars. In physical terms, the market showed negative growth rates (-3%) and amounted to 488.849 mil. packs. The average cost of an FPP pack in the district pharmacies was USD 2.43 which was lower than the last year figures (USD 3.45), and lower than national average (USD 2.87). The average expenses of the SFD residents for medications in the pharmacies didn't exceed the national average either (USD 84.75 vs. USD 85.68).

UFD PHARMACY MARKET: 2015 RESULTS

According to Federal State Statistics Service, as of January 1, 2015 estimated population of the Ural Federal District (UFD) was 12.276 mil., which accounted for 8.4% of the total Russian Federation population. According to Federal State Statistics Service's data, in 2015 the average wage in the region was RUB 39,257 (USD 644.19), which was 16% higher than the average wage in Russia (RUB 33,981).

According to the results of the Retail Audit of Finished Pharma Products (FPP) in Russian Federation™ at year-end 2015 the sales of OTC drugs in physical terms in the pharmacies of the UFD saw a 1% decrease to 393.894 mil. packs. In money terms, the market showed positive growth rates (+13%) in rouble terms, but it reduced (29%) in dollar terms and reached RUB 54.026 bil. (USD 888.726 mil.) at wholesale prices (Fig. 1). The regional market share accounted for 9.1% of the total pharmacy sales in Russia. The average retail cost of an FPP pack was USD 3.08, which was lower than in the year-earlier period (USD 4.07). For twelve months of 2015, the average amount spent by residents of the UFD for drugs amounted to USD 98.72.

Figure 1. UFD pharmacy market in 2014 – 2015



Based on the results for 2015, SANOFI-AVENTIS (+2%) and BAYER (+6%) held their leading positions on the pharmacy market of the Ural Federal District, despite lagging behind the growth rates and decrease in the market's share (Table 1). The drug manufacturers GEDEON RICHTER (+22%), NYCOMED/TAKEDA (+19%), STADA (+19%) and OTCPHARM (+18%) showed outstripping growth rates and moved up to the higher ranks three, four, seven and eight respectively. Note that the latter two became the newcomers of the top ten. Displaced by the newcomers, TEVA (+11%) and ABBOTT (+10%) moved down one rank, coming in at numbers nine and ten of the ranking. The drug manufacturer SANDOZ (-2%) reduced its sales and moved down from rank three to five. SERVIER (+11%) kept its rank six. The cumulative share of the top ten drug manufacturers reduced from 33.8% to 33.0%.

Table 1. The top ten drug manufacturers by pharmacy sales

Rank		Manufacturer*	Share in total pharmacy sales, %	
2015	2014		2015	2014
1	1	**SANOFI-AVENTIS**	4.9	5.5
2	2	**BAYER HEALTHCARE**	4.5	4.8
3	4	GEDEON RICHTER	3.4	3.2
4	5	**NYCOMED/TAKEDA**	3.1	3.0
5	3	**SANDOZ GROUP**	2.9	3.4
6	6	**SERVIER**	2.8	2.9
7	12	**STADA**	2.8	2.7
8	11	OTCPHARM	2.8	2.7
9	8	**TEVA**	2.8	2.9
10	7	**ABBOTT**	2.8	2.9
Total			33.0	33.8

*AIPM members are in bold

Four newcomers broke into the top 10 brand names ranking on the regional market (table 2). CARDIOMAGNYL (+29%), DETRALEX (+24%), ERGOFERON (+37%) and ARTRA (+19%) moved up to ranks five, seven, eight and ten respectively. At the same time, the brand names ACTOVEGIN (+10%) and INGAVIRIN (-1%) moved up one rank, to numbers two and six. In contrast, ALFLUTOP (+5%) and NISE (+2%) moved down one rank, coming in at numbers three and nine, respectively. Despite the negative growth rates, the brand name ESSENTIALE N (-1%) held its rank number one, and KAGOCEL (+13%) held its previous rank four. The total share of Top-10 didn't virtually change and accounted for 6.1%.

Table 2. The top ten brand names by pharmacy sales

Rank		Brand	Share in total pharmacy sales, %	
2015	2014		2015	2014
1	1	ESSENTIALE N	1.1	1.2
2	3	ACTOVEGIN	0.8	0.8
3	2	ALFLUTOP	0.8	0.8
4	4	KAGOCEL	0.7	0.7
5	12	CARDIOMAGNYL	0.5	0.5
6	7	INGAVIRIN	0.5	0.6
7	13	DETRALEX	0.5	0.4
8	23	ERGOFERON	0.5	0.4
9	8	NISE	0.5	0.5
10	16	ARTRA	0.4	0.4
Total			6.1	6.2

The top four INNs in the top ten INNs and group names ranking remained unchanged (table 3) INNs XYLOMETAZOLINE (+10%), PHOSPHOLIPIDS (+0.1%), PANCREATIN (+14%) and NIMESULIDE (+13%) held their own in the ranking. BISOPROLOL (+8%) also managed to hold its previous rank eight. Three INNs of the top 10 managed to rise in the ranks. INN BLOOD (+11%) and the composition CHONDROITINSULFURIC ACID* GLUCOSAMINE (+14%) moved up to ranks five and six, and the newcomer DIOSMIN* HESPERIDIN (+32%) moved up to rank ten of the top ten. At the same time, INNs IBUPROFEN (+8%) and FISH (+6%) moved down to the lower ranks. The cumulative share of the top10 reduced from 9.3% to 9.1%.

Table 3. The top 10 INNs and group names by pharmacy sales

Rank		INNs/Group Names	Share in total pharmacy sales, %	
2015	2014		2015	2014
1	1	XYLOMETAZOLINE	1.4	1.4
2	2	PHOSPHOLIPIDS	1.2	1.3
3	3	PANCREATIN	0.9	0.9
4	4	NIMESULIDE	0.9	0.9
5	6	BLOOD	0.8	0.9
6	9	CHONDROITINSULFURIC ACID* GLUCOSAMINE	0.8	0.8
7	5	IBUPROFEN	0.8	0.9
8	8	BISOPROLOL	0.8	0.8
9	7	FISH	0.8	0.8
10	19	DIOSMIN*HESPERIDIN	0.7	0.6
Total			9.1	9.3

The leader of the top ten ATC groups didn't change either - as before M01 Anti-inflammatory and antirheumatic products (+12%) was placed at number one (Table 4). Another three groups held their own in the ranking. R01 Nasal preparations (+10%), J05 Antivirals for systemic use (+12%) and N02 Analgesics (+10%) held their previous ranks five, seven and nine. The other top 10 ATC groups changed their ranks; moreover, four ATC groups improved them. G03 Sex hormones (+36%) moved up one rank, to number three, and the groups A11 Vitamins (+12%) and J01 Antibacterials for systemic use (+13%) moved up two ranks, coming in at numbers four and six, respectively. In addition, the only newcomer of the top ten N06 Psychoanaleptics (+19%) also moved up two ranks, coming in at number ten. At the same time, C09 Agents acting on the rennin-angiotensin system (+17%) moved down one rank, and R05 Cough and cold preparations (+5%) moved down to rank eight from four. The consolidated share of the top 10 under review increased from 35.6% to 35.7%.

Table 4. The top ten ATC Groups by pharmacy sales

Rank		ATC code	ATC group	Share in total pharmacy sales, %	
2015	2014			2015	2014
1	1	M01	ANTIINFLAMMATORY AND ANTIRHEUMATIC PRODUCTS	4.7	4.7
2	3	G03	SEX HORMONES AND MODULATORS OF THE GENITAL SYSTEM	4.1	3.7
3	2	C09	AGENTS ACTING ON THE RENIN-ANGIOTENSIN SYSTEM	3.9	3.8
4	6	A11	VITAMINS	3.5	3.5
5	5	R01	NASAL PREPARATIONS	3.5	3.5
6	8	J01	ANTIBACTERIALS FOR SYST USE	3.4	3.4
7	7	J05	ANTIVIRALS FOR SYSTEMIC USE	3.4	3.5
8	4	R05	COUGH AND COLD PREPARATIONS	3.4	3.6
9	9	N02	ANALGESICS	3.0	3.1
10	12	N06	PSYCHOANALEPTICS	2.9	2.7
Total				35.7	35.6

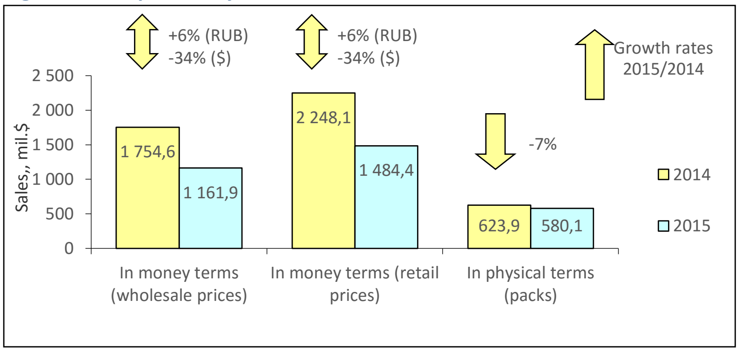
Conclusion. On the basis of the results for 2015, the retail pharmacy market of the Ural Federal District brought in RUB 73.693 bil. (USD 1.212 bil.) at retail prices. The sales saw a 19% increase in terms of roubles, and a 25% decrease in terms of dollars. In physical terms, the market showed slightly negative growth rates (-1%) and achieved 393.894 mln packs. At the end of 2015, the average cost of an FPP pack in the district pharmacies was USD 3.08, which was lower than the last year figures (USD 4.07), but higher than average figures in the country (USD 2.87). The average expenses of the UFD residents for medications in the pharmacies also exceeded the national average (USD 98.72 vs. USD 85.68).

SFD PHARMACY MARKET: 2015 RESULTS

According to Federal State Statistics Service, as of January 1, 2015 estimated population of the Siberian Federal District (SFD) was 19.312 mil., which accounted for 13.2% of the total Russian Federation population. According to Federal State Statistics Service's data, based on the results for 2015 the average wage in the SFD was RUB 29,610 (USD 485.89), which was 13% lower than the national average wage in Russia (RUB 33,981).

According to the results of the Retail Audit of FPP drugs in Russian Federation™, in 2015 the SFD pharmacy market volume in physical terms reduced by 7% to 580.138 mil. packs (Fig. 1) In wholesale prices, the market showed the positive performance in terms of roubles (+6%) and the negative performance in terms of dollars (-34%) and reached RUB 70.705 bil. (USD 1.162 bil.) The district's share accounted for 11.1% of the total pharmacy sales in the Russian pharmacy market pattern. The average cost of an FPP pack in the SFD pharmacies was USD 2.56 according to the results for 2015 (in 2014 - USD 3.60). At the end of 2015, per capita expenses of the SFD residents for purchase of medicines in pharmacies amounted to USD 84.75.

Figure 1. SFD pharmacy market in 2014 – 2015



At year-end 2015, SANOFI-AVENTIS (-6%), BAYER (+3%), SERVIER (+1%) and NYCOMED/TAKEDA (+3%) held their leading positions on the pharmacy market of the SFD market (Table 1). Some shifts took place in the lower part of the top-10 ranking. At the same time, TEVA (+8%), GEDEON RICHTER and STADA (+10% each) showed positive growth rates and moved up one rank, to numbers five, seven and nine, respectively. In contrast, SANDOZ (-1%), GLAXOSMITHKLINE (-4%) and MENARINI (-2%) reduced their sales and moved down to the lower ranks six, eight and ten. The total share of the top ten INN and group names increased by 1.5 p.p. and achieved 32.2%.

Table 1. The top ten drug manufacturers by pharmacy sales

Rank		Manufacturer*	Share in total pharmacy sales, %	
2015	2014		2015	2014
1	1	**SANOFI-AVENTIS**	4.6	5.1
2	2	**BAYER HEALTHCARE**	4.2	4.3
3	3	**SERVIER**	3.3	3.5
4	4	**NYCOMED/TAKEDA**	3.3	3.4
5	6	**TEVA**	3.0	3.0
6	5	**SANDOZ GROUP**	3.0	3.2
7	8	GEDEON RICHTER	2.9	2.8
8	7	**GLAXOSMITHKLINE**	2.7	3.0
9	10	**STADA**	2.7	2.6
10	9	**MENARINI**	2.6	2.8
Total			32.2	33.7

*AIPM members are in bold

Two newcomers broke into the top 10 brand names ranking on the district market (table 2). LOZAP PLUS (+1%) and MEXIDOL (+14%) broke into the ranks of the top ten, coming in at numbers nine and ten. Apart from the above mentioned, the other three brand names moved up to the higher ranks. Due to outstripping growth rates, FPPs CARDIOMAGNYL (+12%), KAGOCEL (+10%) and PENTALGIN (+5%) moved up one rank, coming in at numbers two, three and nine respectively. Despite the reduction in sales by 19%, ESSENTIALE N continued to be a leader of the top ten. Another three brand names managed to hold their previous ranks in the top ten - as before ALFLUTOP (+0,2%), CONCOR (-3%) and NISE (-1%) maintained their ranks five through seven respectively. ACTOVEGIN (-3%) was the only newcomer, which fell in the ranks and moved down to rank 4 in the top ten. In total, the top ten brand names accumulated 5.9% of sales, which was 0.3 p.p. less than in the year-earlier period.

Table 2. The top ten brand names by pharmacy sales

Rank		Brand	Share in total pharmacy sales, %	
2015	2014		2015	2014
1	1	ESSENTIALE N	0.8	1.0
2	3	CARDIOMAGNYL	0.7	0.7
3	4	KAGOCEL	0.7	0.7
4	2	ACTOVEGIN	0.6	0.7
5	5	ALFLUTOP	0.6	0.6
6	6	CONCOR	0.6	0.6
7	7	NISE	0.5	0.5
8	10	PENTALGIN	0.5	0.5
9	12	LOZAP PLUS	0.4	0.5
10	15	MEXIDOL	0.4	0.4
Total			5.9	6.2

As in the previous rankings, the leader of the top ten INN and group names held its own in the ranking: INN XYLOMETAZOLINE (+7%) held its previous rank number one (table 3). PHOSPHOLIPIDS that had been placed at rank two earlier reduced their sales by 18% and moved down to rank six. At the same time, BISOPROLOL (+3%) and PANCREATIN (+9%) moved up one rank, to numbers two and five and INN IBUPROFEN (+12%) moved up from rank five to three. The composition ACETYLSALICYLIC ACID* MAGNESIUM (+12%) and INN KAGOCEL (+10%) also moved up two ranks, coming in at numbers seven and nine respectively. On top of that, the latter became the only newcomer of the top 10. INN NIMESULIDE (+6%) and the composition LOSARTAN* HYDROCHLOROTHIAZIDE (+5%) held their previous ranks four and ten. INN BLOOD (-1%) reduced its sales and moved down from rank seven to eight. The cumulative share of the top ten accounted for 9.4%.

Table 3. The top 10 INNs and group names by pharmacy sales

Rank		INNs/Group Names	Share in total pharmacy sales, %	
2015	2014		2015	2014
1	1	XYLOMETAZOLINE	1.5	1.5
2	3	BISOPROLOL	1.0	1.1
3	5	IBUPROFEN	0.9	0.9
4	4	NIMESULIDE	0.9	0.9
5	6	PANCREATIN	0.9	0.8
6	2	PHOSPHOLIPIDS	0.8	1.1
7	9	ACETYLSALICYLIC ACID* MAGNESIUM	0.7	0.7
8	7	BLOOD	0.7	0.8
9	11	KAGOCEL	0.7	0.7
10	10	LOSARTAN* HYDROCHLOROTHIAZIDE	0.7	0.7
Total			8.9	9.1

The top ten ATC groups showed high stability on the regional market - six ATC groups held their own in the ranking (Table 4). The top three ATC groups M01 Anti-inflammatory and antirheumatic products (+7%), C09 Agents acting on the rennin-angiotensin system (+9%) and N02 Analgesics (+7%) held their previous ranks one, two and three and the groups J01 Antibacterials for systemic use (+5%), A11 Vitamins and J05 Antivirals for systemic use (+7% each) held their ranks five, eight and nine, respectively. In contrast, three ATC groups with positive sales rose in the ranks. G03 Sex hormones (+9%) moved up from rank six to four, R01 Nasal preparations (+6%) from seven to six, and N06 Psychoanaleptics (+8%) moved up from rank 11 to 10. Note that the latter group became the only newcomer of the top-10 ranking. In contrast, due to reduction in sales ATC Group R05 Cough and cold preparations (-2%) moved down to rank seven from four. The cumulative share of the top 10 didn't virtually change and accounted for 35.6%.

Table 4. The top ten ATC Groups by pharmacy sales

Rank		ATC code	ATC group	Share in total pharmacy sales, %	
2015	2014			2015	2014
1	1	M01	ANTIINFLAMMATORY AND ANTIRHEUMATIC PRODUCTS	5.0	4.9
2	2	C09	AGENTS ACTING ON THE RENIN-ANGIOTENSIN SYSTEM	4.1	4.0
3	3	N02	ANALGESICS	3.9	3.8
4	6	G03	SEX HORMONES AND MODULATORS OF THE GENITAL SYSTEM	3.8	3.7
5	5	J01	ANTIBACTERIALS FOR SYST USE	3.6	3.7
6	7	R01	NASAL PREPARATIONS	3.6	3.6
7	4	R05	COUGH AND COLD PREPARATIONS	3.4	3.7
8	8	A11	VITAMINS	3.0	2.9
9	9	J05	ANTIVIRALS FOR SYSTEMIC USE	2.7	2.7
10	11	N06	PSYCHOANALEPTICS	2.6	2.5
Total				35.6	35.5

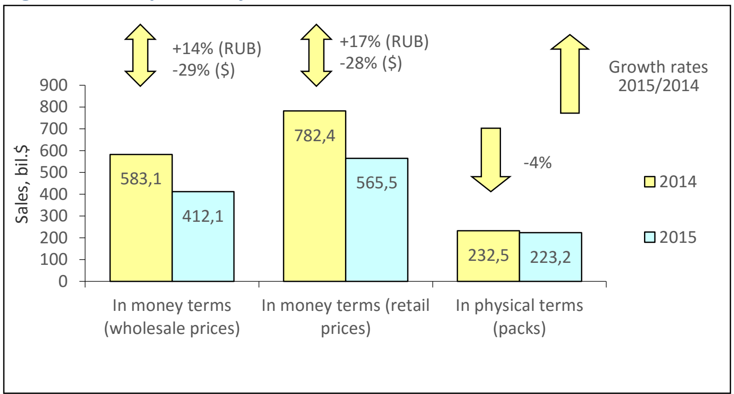
Conclusion. At the year-end 2015, the pharmacy market in the Siberian Federal District was estimated at RUB 90.308 bil. (USD 1.484 mil.) in final consumer prices. At the same time, the market performance was positive in rouble terms (+6%), whereas in dollar terms the national market reduced by 34%. In natural terms, the sales decreased by 7% to 580.138 mil. packs. The average cost of a FPP pack (USD 2.56) reduced as compared to a year earlier (USD 3.60), but was lower than the national average FPP cost in Russia (USD 2.87). Per capita expenses of the district residents for purchase of medicines in the pharmacies were also lower than the national average figures (USD 76.86 vs. USD 85.68).

FFD PHARMACY MARKET: 2015 RESULTS

According to Federal State Statistics Service, as of January 1, 2015 estimated population of the Far Eastern Federal District (FEFD) was 6.211 mil., which accounted for 4.2% of the total Russian Federation population. According to Federal State Statistics Service's data, in 2015 the average wage in the FEFD was RUB 42,877 (USD 703.59), which was 26% higher than the average wage in Russia (RUB 33,981).

According to the results of the Retail Audit of Finished Pharma Products (FPP) in Russian Federation™ at year-end 2015 the sales of drugs in physical terms in the pharmacies of the FEFD saw a 4% decrease to 223.183 mil. packs. In money terms, the drugs market increased by in rouble terms (+14%) and reduced in dollar terms (-29%), reaching RUB 25.145 bil. (USD 412.115 mil.) at wholesale prices (Fig. 1). The district's share reached 4.2% of the all-Russia sales in retail prices. The average cost of an OTC pack reduced as compared to a year earlier and reached USD 2.53 (vs. USD 3.37). At the end of 2015, the average amount spent by the FEFD residents for drugs in the pharmacies amounted to USD 91.05.

Figure 1. FEFD pharmacy market in 2014 – 2015



One newcomer broke into the ranks of the top ten manufacturers ranking on the FEFD market based on the results for 2015 (Table 1). The drug manufacturer TEVA (+12%) moved up to rank ten of the top ten ranking. The other four drug manufacturers also rose in the ranks. BAYER (+157%), NYCOMED (+14%), GLAXOSMITHKLINE (+1%) and KRKA (+12%) moved up one rank, coming in at ranks two, five, six and nine, respectively. At the same time, SERVIER (+4%) which showed low growth rates and SANDOZ (-12%), which reduced its sales, moved down to the lower ranks three and seven. The drug manufacturers SANOFI-AVENTIS (+10%), GEDEON RICHTER (+19%) and MENARINI (-1%) held their previous ranks one, four and eight, respectively. The total share of the top 10 drug manufacturers reduced from 34.5% to 32.6%.

Table 1. The top ten drug manufacturers by pharmacy sales

Rank		Manufacturer*	Share in total pharmacy sales, %	
2015	2014		2015	2014
1	1	**SANOFI-AVENTIS**	4.1	4.3
2	3	**BAYER HEALTHCARE**	3.9	3.8
3	2	**SERVIER**	3.8	4.2
4	4	GEDEON RICHTER	3.8	3.6
5	6	**NYCOMED/TAKEDA**	3.5	3.5
6	7	**GLAXOSMITHKLINE**	2.9	3.3
7	5	**SANDOZ GROUP**	2.8	3.6
8	8	**MENARINI**	2.6	3.0
9	10	**KRKA**	2.6	2.6
10	11	**TEVA**	2.6	2.6
Total			32.6	34.5

*AIPM members are in bold

The hepatoprotective drug ESSENTIALE N (-14%), the stimulant of tissue regeneration ACTOVEGIN (+4%) remained the best selling drugs on the district market (Table 2). The brand names CARDIOMAGNYL (+30%) and KAGOCEL (+31%) moved up to ranks three and four from the lower ranks, displacing ALFLUTOP (-4%) from rank three to five. The remaining ATC Groups from the top ten moved up to the higher ranks. The brand names CONCOR (+10%) and NISE (+19%) moved up one rank, to numbers six and eight. The more dynamic MEXIDOL (+25%), MYDOCALM (+40%) and INGAVIRIN (+20%) moved up to ranks seven and the two bottom ranks respectively. On top of that, the latter two names broke into the ranks of the Top -10 ranking for the first time. The total share of Top-ten increased by 0.2 p.p. and achieved 6.4%.

Table 2. The top ten brand names by pharmacy sales

Rank		Brand	Share in total pharmacy sales, %	
2015	2014		2015	2014
1	1	ESSENTIALE N	0.8	0.8
2	2	ACTOVEGIN	0.8	0.8
3	6	CARDIOMAGNYL	0.7	0.6
4	8	KAGOCEL	0.7	0.6
5	3	ALFLUTOP	0.6	0.8
6	7	CONCOR	0.6	0.6
7	10	MEXIDOL	0.6	0.5
8	9	NISE	0.6	0.5
9	14	MYDOCALM	0.6	0.5
10	16	INGAVIRIN	0.5	0.4
Total			6.4	6.2

In the list of the top-10 INN and generic names, the top five INNs held their own in the ranking (table 3). The brand names XYLOMETAZOLINE (+9%), BISOPROLOL (+18%), NIMESULIDE and IBUPROFEN (+19% each), and PHOSPHOLIPIDS (+10%) as before held their previous top five ranks. Shifts took place in the lower part of the top ten, at the same time three INNs of the top ten ranking moved up to the upper ranks. PANCREATIN (+13%) moved up to rank six, and the newcomers the composition ACETYLSALICYLIC ACID*MAGNESIUM (+30%) and INN DICLOFENAC (+28%) broke into the ranks of the top ten, coming in at ranks eight and nine. At the same time, INNs BLOOD (+8%) and FISH (-3%) moved down to the lower ranks, seven and ten, respectively. The cumulative share of the top 10 didn't change and accounted for 9.4%.

Table 3. The top 10 INNs and group names by pharmacy sales

Rank		INNs/Group Names	Share in total pharmacy sales, %	
2015	2014		2015	2014
1	1	XYLOMETAZOLINE	1.6	1.6
2	2	BISOPROLOL	1.1	1.1
3	3	NIMESULIDE	1.0	1.0
4	4	IBUPROFEN	1.0	1.0
5	5	PHOSPHOLIPIDS	0.9	0.9
6	7	PANCREATIN	0.8	0.8
7	6	BLOOD	0.8	0.9
8	13	ACETYLSALICYLIC ACID*MAGNESIUM	0.7	0.6
9	15	DICLOFENAC	0.7	0.6
10	8	FISH	0.7	0.8
Total			9.4	9.4

The leader of the top ten ATC groups didn't change either - as before M01 Anti-inflammatory and antirheumatic products (+16%) held and reinforced its rank number one (Table 4). The group J05 Antivirals for systemic use (+14%) placed at rank nine also held its own in the ranking. The other top 10 INNs shifted their ranks; moreover, five of them improved their positions. C09 Agents acting on the rennin-angiotenzin system (+22%) and R01 Nasal preparations (+7%) moved up to ranks two and three from 5 and 4, displacing N02 Analgesics (+6%) down to rank four. J01 Antibacterials for systemic use (+9%) and G03 Sex hormones (+23%) improved their ranking positions by 1 p.p., moving up to ranks five and seven. The only newcomer N06 Psychoanaleptics (+22%) broke into the ranks of the top ten, coming in at number ten. The group R05 Cough and cold preparations (-3%) moved down from rank two to six, and A11 Vitamins (+18%) moved down one rank, to number 8. The consolidated share of the top 10 under review decreased from 35.4% to 34.9%.

Table 4. The top ten ATC Groups by pharmacy sales

Rank		ATC code	ATC group	Share in total pharmacy sales, %	
2015	2014			2015	2014
1	1	M01	ANTIINFLAMMATORY AND ANTIRHEUMATIC PRODUCTS	4.9	4.8
2	5	C09	AGENTS ACTING ON THE RENIN-ANGIOTENSIN SYSTEM	4.0	3.7
3	4	R01	NASAL PREPARATIONS	3.8	4.0
4	3	N02	ANALGESICS	3.7	4.0
5	6	J01	ANTIBACTERIALS FOR SYST USE	3.5	3.6
6	2	R05	COUGH AND COLD PREPARATIONS	3.5	4.1
7	8	G03	SEX HORMONES AND MODULATORS OF THE GENITAL SYSTEM	3.1	2.9
8	7	A11	VITAMINS	3.0	2.9
9	9	J05	ANTIVIRALS FOR SYSTEMIC USE	2.8	2.8
10	12	N06	PSYCHOANALEPTICS	2.6	2.5
Total				34.9	35.4

Conclusion. On the basis of the results for 2015, the retail market of the Far Eastern Federal District brought in RUB 34.493 bil. (USD 565.516 mil.) It was 17% more in terms of roubles and 28% less in terms of dollars than in 2014. In physical terms, the market showed the negative growth rates (-4%) and brought in 223.183 mil. packs. At the end of 2015, the average cost of a pack in the FEFD pharmacies was USD 2.53, (in a year-earlier period - USD 3.37), and it was lower than the national average (USD 2.87). The average medicine expenses of the district residents were higher than the national average expenses in Russia (91.05 USD vs. 85.68 USD).