

## The market of dietary supplements in Ukraine: the analysis of pharmacy sales in 2020.

The market of dietary supplements in Ukraine is growing steadily. In terms of growth, this segment is significantly ahead of other categories of the "pharmacy basket" products - medicines, cosmetics and medical devices. Thus, in 2020, retail sales of dietary supplements increased by 25,8% in monetary terms. For comparison, the increase in the medicines category was 7,9%, medical devices – 18,8%, cosmetics – 3,7%.

### Growth factors

In 2020, the market of dietary supplements in Ukraine amounted to UAH 8 billion, increasing by 25,8% yoy.

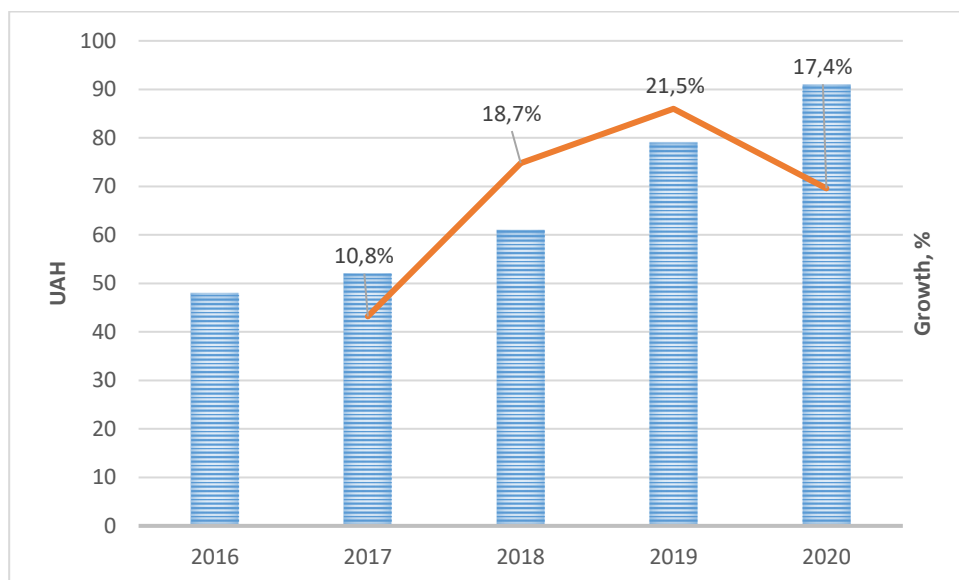
The COVID-19 pandemic and the introduction of nationwide quarantine in Ukraine from March 12<sup>th</sup> until May 22<sup>nd</sup> affected this segment and led to the decrease in sales volumes in the II quarter 2020.

In the IV quarter 2020, the market of dietary supplements returned to high growth rates due to:

- The increase in sales volumes and the redistribution of consumption towards more expensive options;
- The emergence of new products in the market;
- Moderate increase in prices.

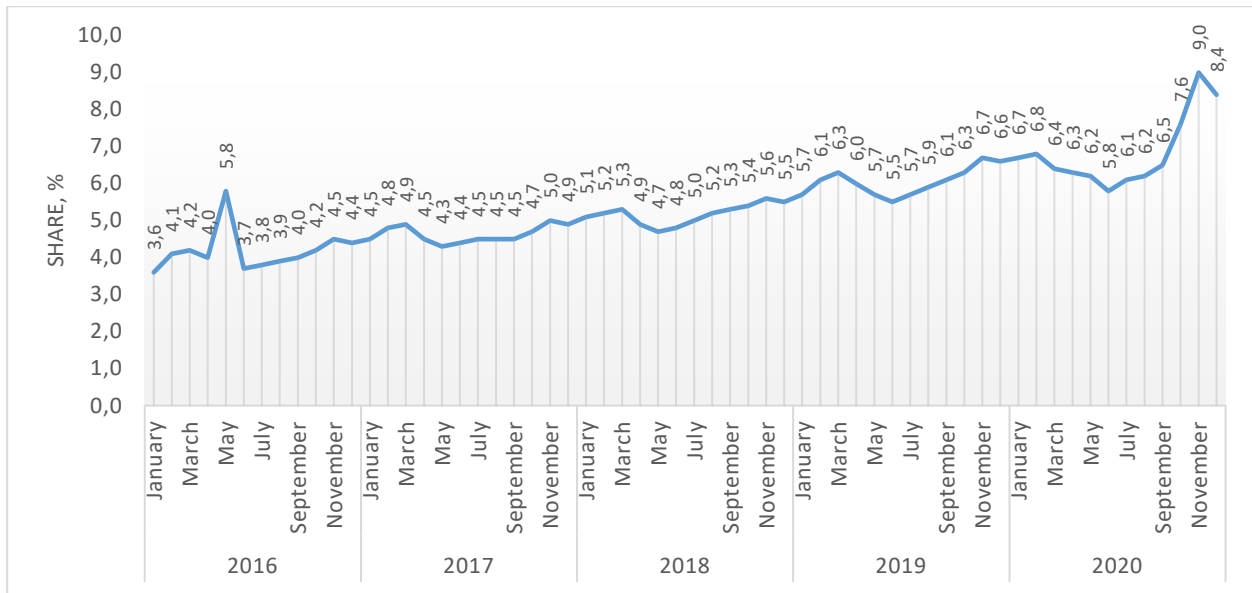
Concerning the weighted average cost of one package, the segment of dietary supplements is one of the most expensive categories of the "pharmacy basket" goods. According to the results of 2020, this indicator is UAH 91.8, increasing by 17,4% in comparison with 2019 (Fig. 1).

*Fig. 1 Dynamics of the weighted average cost of one package of dietary supplements in 2016–2020, indicating the growth rate compared to the previous year.*



The share of dietary supplements in the overall structure of the "pharmacy basket" products has been growing for several years in a row. In 2020, this figure continued to rise, and in November reached the peak of 9% (Fig. 2).

Fig.2 Dynamics of the share of dietary supplements in the structure of the "pharmacy basket" goods for the period from January 2016 until December 2020 in monetary terms.



In 2020, the development of the dietary supplements segment during COVID-19 pandemic was significantly influenced by the viral dissemination of information on the feasibility of using vitamins C, D and zinc. As a result of the information wave, there has been a rapid increase in the number of relevant requests on the Internet and consumption.

### Leaders and drivers

In monetary terms of pharmacy sales in 2020, the leading dietary supplements were those contributing to the normalization and maintenance of normal intestinal microflora (Table 1). The top 3 also included dietary supplements - sources of monovitamins and vitamin-like substances, sales of which increased by 3,2 times yoy, as well as dietary supplements - sources of vitamin and mineral complexes.

Table 1. Top 10 subcategories of dietary supplements by volume of pharmacy sales in monetary terms in 2020, indicating the growth rate compared to 2019.

No	Subcategory of dietary supplements	Volumes of pharmacy sales in 2020, UAH mln	Growth yoy, %
1	Dietary supplements that help normalize and maintain normal intestinal microflora	931.7	2,9
2	Dietary supplements – sources of monovitamins and vitamin-like substances	715.1	220,5
3	Dietary supplements – sources of vitamin and mineral complexes	627.5	43,9
4	Dietary supplements to support liver, bile duct and gallbladder function	554.8	24,6
5	Dietary supplements – sources of vitamin complexes	429.3	21,5
6	Dietary supplements to reduce the risk of functional disorders of female cycle processes	349.4	6,2
7	Dietary supplements that help regulate respiratory function	291.1	24,0
8	Dietary supplements that help normalize lipid metabolism	282.8	35,3
9	Dietary supplements – sorbents	244.3	7,3
10	Dietary supplements with tonic action	242.8	–9,0

Below are the leading brands in terms of sales in 2020 concerning several subcategories of dietary supplements:

- Dietary supplements that help normalize and maintain normal intestinal microflora: Lactiale, Bio Gaia and Laktimak;
- Dietary supplements – sources of monovitamins and vitamin-like substances: Dekristol, Olidetrim and Vitamin C;
- Dietary supplements – sources of vitamin-mineral complexes: Doppelherz, Femibion and Vitrum.

In 2020, sales of the following products increased in comparison to 2019:

- ✓ Dietary supplements containing zinc (from 12.7 to 104 UAH million);
- ✓ Dietary supplements – immunomodulators (from 61.4 to 118.7 UAH million);
- ✓ Dietary supplements that contribute to the normalization of functions immune system (from 1.7 to 15.2 UAH million).

In accordance with the results of 2020, top companies by the volume of pharmacy sales of dietary supplements were local Ukrainian companies: Delta Medical, Vorwärts Pharma, PRO-Pharma and Farmak (Table 2).

*Table 2. Top 10 companies by volume of pharmacy sales of dietary supplements in monetary terms in 2020, indicating market share and growth rates in comparison with 2019.*

<b>№ п/п</b>	<b>Company</b>	<b>Market share, %</b>	<b>Increase in sales yoy, %</b>
1	Delta Medical (Ukraine)	7,8	23,5
2	Vorwärts Pharma (Ukraine)	4,4	26,5
3	Pro-Pharma (Ukraine)	4,0	3,4
4	Farmak (Ukraine)	3,8	15,9
5	Mibe GmbH Arzneimittel (Germany)	3,5	396,6
6	Bayer Consumer Health (Switzerland)	3,4	27,8
7	Solgar Vitamin and Herb (USA)	3,3	47,1
8	Queisser Pharma (Germany)	3,2	44,0
9	Ananta Medicare (India)	3,0	10,2
10	Nutrimed (Ukraine)	2,5	51,7

In 2020, “Dekristol” was the #1 brand among the dietary supplements in retail sales in monetary terms. “Olidetrim” was in the top-10 list (Table 3).

*Table 3. Top-10 brands of dietary supplements by volume of pharmacy sales in monetary terms in 2018-2020*

<b>Brand</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>
Dekristol	120	17	1
Supradin	1	1	2
Doppelherz	4	2	3
Betargin	6	5	4
Lactiale	2	3	5
Reo	20	9	6
Vitaton	5	4	7
Olidetrim	147	41	8
Atoxil	11	7	9
Bio Gaia	8	8	10

## Summary

The market of dietary supplements is developing dynamically, showing double-digit growth rates and increasing its share in the pharmaceutical market of Ukraine, due to several causes:

- The increase in sales in physical terms and redistribution of consumption towards more expensive goods;
- The increase in the weighted average price per pack;
- The launch of new brands;
- The transfer of some medicines to dietary supplements.

On top of that, the consumption of some subcategories of goods increased rapidly due to the information waves and the COVID-19 pandemic.

Source: <https://www.apteka.ua/article/589026>