

## PHARMANUTRA S.P.A.: THE GROUP KEEPS ON GROWING UNLIKE THE ITALIAN MARKET

**The IQVIA figures for the first half of 2020 confirm the stability of PharmaNutra leadership in the nutritional supplements sector. Sales of SiderAL® products are still growing, with a significant increase in market share.**

*Pisa, 27<sup>th</sup> August 2020* - The pharmaceutical company [PharmaNutra S.p.A.](#) (Aim Italia-Ticker PHN) carries on collecting important commercial acknowledgements linked to its innovative Sucrosomial® Technology, the group patent for its products branded SiderAL®, ApportAL® and UltraMag®.

Despite the fact that globally in the first six months of 2020, the iron supplements' market dropped slightly compared to the same period the previous year (-0.5%), SiderAL® brand product sales grew 3.2% in that same period, increasing their market share considerably. This went from 43.2% in the first half of 2019 to 44.8% in 2020, reaching 45.5% in the second quarter of this year.

In an especially complex historical and economic moment, the SiderAL® range further strengthens its food supplements sector leadership, as shown by the latest IQVIA<sup>1</sup> market figures formalised in the June 2020 monthly report by FederSalus. **SiderAL® Forte 20 capsules**, nutritional supplement based on Sucrosomial® Iron and Vitamin C, is confirmed as the **product sold most on the market** in the first half of 2020. Leadership consolidated by **year on year growth of 6.1% (MAT values)** and **4.9% (YTD values)**.

Extremely positive figures which, despite the overall sector drop, confirm both the stability and the important position reached by the Company founded in 2003 by the Lacorte brothers. In the first half of 2020, the food supplements market achieved a value of about €1.8 billion, for a total of 130 million packets sold showing a -2.2% in value and a -3.5% in units compared to the same period in 2019. At June 2020, compared to June 2019, the market dropped and reported an -8.3% in value and a -9.5% in sales volume terms.

*"The fact that SiderAL® Forte 20 capsules is the number one reference for the Italian food supplements market is an umpteenth confirmation of how effective our Sucrosomial® Technology is; it reduces problems usually associated with other types of iron, but that's not all", declares the President of PharmaNutra S.p.A. Andrea Lacorte. "At this point, we can easily talk of leadership stability and I do not just mean the oral iron one where SiderAL® has been registering record numbers for some time, but for food supplements in general. A*

<sup>1</sup> The figures refer to the total of distribution channels (source IQVIA).

market which, in Italy alone, can boast a €3 billion turnover, despite the difficult economic period caused by the COVID-19 pandemic”.

### PharmaNutra S.p.A.

Founded and led by the President Andrea Lacorte and Vice President Roberto Lacorte, PharmaNutra was established in 2003. It develops unique nutritional supplements and innovative nutritional devices, handling the entire production process, from proprietary raw materials to finished product. The efficacy of the products has been demonstrated with a wealth of scientific evidence, with 112 studies published involving more than 7000 subjects. The Group distributes and sells its products in Italy and abroad. In Italy, products are sold through a network of 140 Pharmaceutical Representatives serving doctors and also exclusively selling PharmaNutra products to pharmacies throughout Italy. Products are sold in over 50 countries abroad, through 34 partners selected from among the finest pharmaceutical companies. PharmaNutra leads the market in the production of iron-based nutritional supplements under the SiderAL® brand, where it boasts a number of important patents on Sucrosomial® technology. Over the years, the Group has developed a precise strategy for the management and production of intellectual property, founded on the integrated management of all the various elements: proprietary raw materials, patents, brands and clinical evidence.

[PharmaNutra.it](http://PharmaNutra.it)

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