

2025

Trends of the pharmaceutical industry in Brazil

Part 1. Retail and Pharmacy

Pharma Meeting Brazil

Introduction to the Market

The Brazilian retail market presents a growing potential that can be better explored by the pharmaceutical sector. In 2023, the sector experienced a growth of 8.3%, reaching a revenue of R\$ 205 billion.

Brazilian Retail Market | 2023



Three sectors that showed the most growth were Pets representing R\$50 billion, followed by the Ecommerce segment representing R\$186 billion, and Pharmacies representing R\$205 billion. It's important to note that the pharma channel grew 37% in ecommerce sales. Source: IQVIA, Pharma and Consumer Health Market — An Overview 2023

Overview of Pharmacies in Brazil

In Brazil, there are approximately 92 thousand pharmacies, each with an average monthly revenue of R\$ 190 thousand. Pharmacies are seen as facilitating channels for purchasing products and services.

Active Point of Sales(POS) in Brazil

91,846

Abrafarma Associates & Major Drugstore chains

9,971

Others Drugstore chains

5,055

Other Associations and franchises

23,770

Independent pharmacies with less than 6 units under the same brand.

53,050

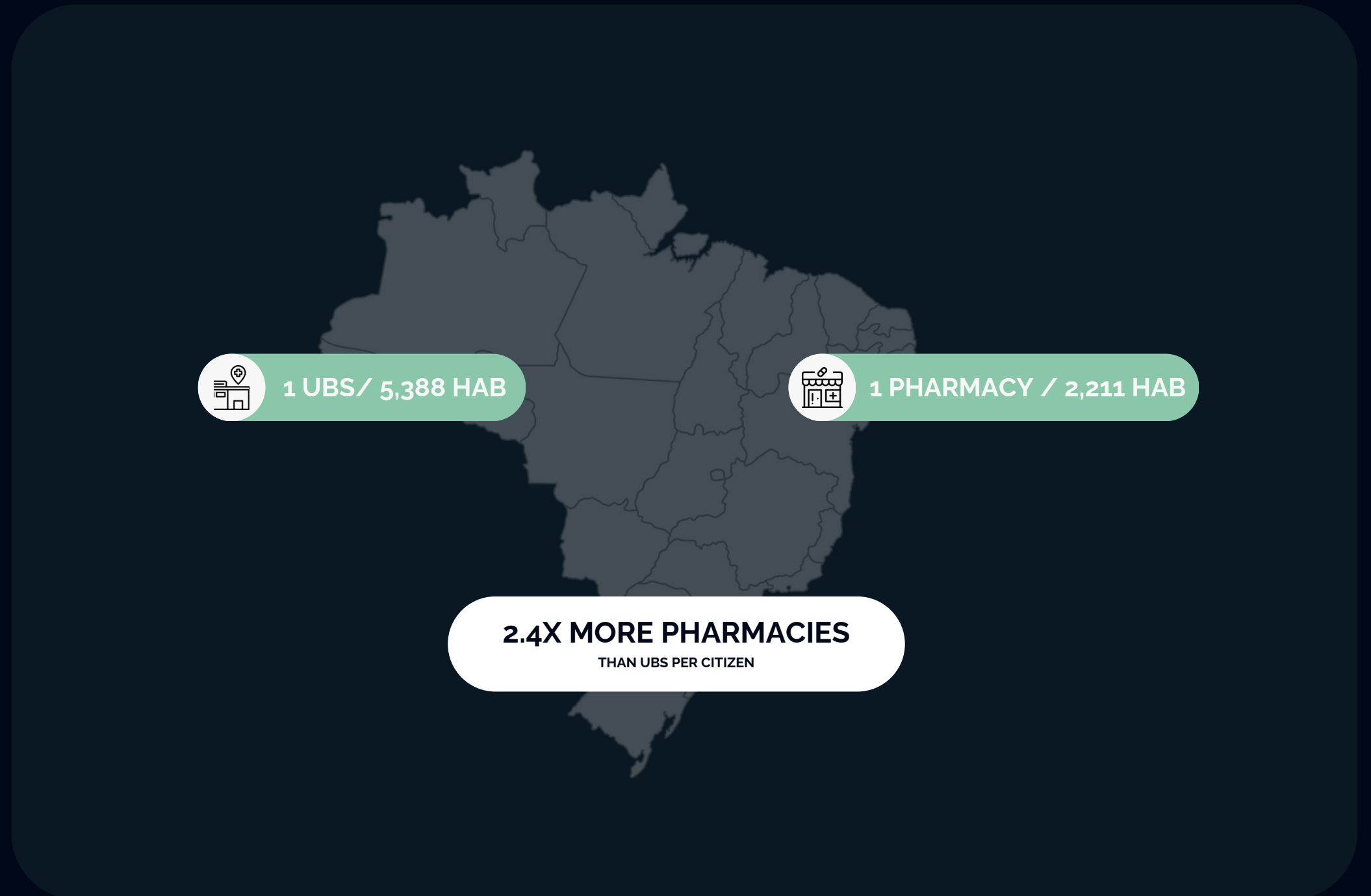
Active Point of Sales in Brazil and how they are distributed. Source: IQVIA, Pharma and Consumer Health Market — An Overview 2023

Points of Sale as a **Strategic Channel**

The growing success of merchandising in pharmaceutical retail through Points of Sale (POS) is enhancing the exposure and sale of products from the pharmaceutical sector.

Comparison Between Pharmacies and UBS

While there is one Basic Health Unit (UBS) for every 5,380 inhabitants, there is one pharmacy for every 2,211 inhabitants, demonstrating the greater presence of pharmacies in Brazil.



Overview of access to Brazil, pharmacies and UBS (Basic Healthcare Unit). Source: IQVIA, Pharma and Consumer Health Market — An Overview 2023

The Potential of Partnerships in the Sector

The importance of partnerships for pharmaceutical industries wishing to start their operations in Brazil is evident. POSs are crucial for market penetration and facilitation of logistical issues.



POSs Partnerships

How long would it take your company to contact 53,050 different pharmacies across the country? Despite being a real distribution channel for your products in Brazil, it is difficult to access all these companies.



Networking with Brazilian pharmaceuticals

In Brazil, there are already many pharmaceutical companies with a consolidated distribution network. By seeking partnerships with them, you can use this network to accelerate your sales. With **Pharma Meeting Brazil**, you can access the country's main pharmaceutical industries. Want to know more about it?

The data presented reinforce the potential of the pharmaceutical market in Brazil and the importance of POSs as facilitators of distribution and marketing.

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