



PRESS RELEASE

Paris, 20 January 2015

13th AFIPA BAROMETER 2014 ON SELFCARE PRODUCTS

THE SELF-MEDICATION SECTOR IS RECOVERING BUT POLITICAL SUPPORT IS STILL LACKING

On 20 January 2015, AFIPA (the French Federation of the Pharmaceutical Industry for Responsible Self-Medication) presented the 13th Barometer on Selfcare Products, prepared in conjunction with Celtipharm¹.

Despite results that were positive overall, the market remains fragile and needs the support of a genuine healthcare strategy from the public authorities. That need is all the more critical given that the market turnaround in December has clearly proved the effectiveness of the healthcare model advocated by AFIPA.

The selfcare market is once again growing despite a self-medication sector that remains stable.

After a decline in 2013, **the selfcare market was positive in 2014, growing by 2.1% in value terms and by 0.8% in volume.** That growth was the result of the development of medical devices (+5.9% in value) and food supplements (+6% in value). The self-medication market remained stable: – 0.4% in value and –0.7% in volume.

As to e-commerce, two years after its launch this now represents less than 0.1% of all sales. Today, 209 web sites have been authorised to sell self-medication products online, compared to 78 in 2013. However, only 111 of these are in fact operational.

This distribution channel has therefore not contributed to the growth of the sector. At most, it has become a substitute for physical sales.

The month of December demonstrated the relevance of the healthcare system advocated by AFIPA: responsible self-medication can and should be the first step for an individual seeking treatment.

In December, the self-medication sector saw a real turnaround in the market, with record sales of €224 million – the largest turnover in 10 years!

That dramatic increase is principally the result of action taken by general practitioners at the end December: **over €8.2 million of sales can be attributed to the doctors' strike.**

For Pascal Brossard, AFIPA Chairman, wider lessons can be drawn from this experience: *“The movement undertaken by general practitioners led to a shift in consultations from those practitioners to the pharmacist in the case of benign conditions. Going beyond the specific context of the strike, it is clear that this method of dealing with common conditions would free up doctors' surgeries and emergency departments, allowing them to focus on their core role of treating serious cases and chronic illnesses.*

Indeed, this incident allowed us to test the organisational model that AFIPA has been

¹ Carried out on Celtipharm's Xpr-SO® panel of 3,004 pharmacies that are representative of all French pharmacies. Results for mainland France excluding Corsica. Data does not include sales made on the basis of a prescription. Indicators are based on self-medication sales that follow advice provided by a pharmacist.

proposing for some time – a model that makes responsible self-medication the first step in obtaining treatment. *It is a more efficient and sustainable model in which both pharmacists and doctors are once again able to play their proper roles within the healthcare system”.*

In this context, only one question remains unanswered for AFIPA’s Chairman: *“We are nothing less than surprised by the fact that France is still lagging behind other European countries when it comes to self-medication. We can only deplore the lack of action and even conservatism of the public authorities. Let us hope that, in light of recent developments, 2015 will see the emergence of a new and more favourable situation”.*

AFIPA represents the industry that manufactures and markets healthcare products available over the counter in pharmacies (medicines, medical devices, and food supplements available for self-medication).

AFIPA’s mission as a public health player is to promote the development of responsible self-medication and selfcare products within the public health framework in the interests of patients, pharmacists and its members, and for the sustainability of the healthcare system.

With 37 pharmaceutical company members, AFIPA today represents over 80% of the responsible self-medication sector and 60% of the selfcare market. It is the preferred partner of the public authorities on all questions relating to medicines, medical devices and food supplements available for self-medication.

AFIPA is governed by a 13-member **Board of Directors chaired by Pascal Brossard** (Zambon France).

Its actions are carried out by a team that is headed by Daphné Lecomte-Somaggio, Managing Director.

▪ **AFIPA members – pharmaceutical companies**

Abbott, Almirall, Bayer Healthcare SAS France, Boehringer Ingelheim, Boiron, Bouchara-Recordati, Bristol Myers Squibb – Division UPSA, Diepharmex, Expanscience, Galderma, Genevrier, Gifrer Barbezat, GSK SGP, Hepatoum / Dermophil Indien, HRA Pharma, Ipsen Pharma, Johnson & Johnson Santé Beauté France, Labcatal, Laboratoires Lehning, Mayoly-Spindler, Merck Médication Familiale, Negma Lerads, Novartis Santé Familiale, Nutrition et Santé, Omega Pharma, Pfizer Santé Familiale, Pierre Fabre Santé, Procter & Gamble Pharmaceuticals France, Reckitt Benckiser, Rottapharm Madaus, Sanofi-Aventis France, Semes SA, Laboratoires Tonipharm, Laboratoires Urgo, Weleda, Zambon France.

▪ **AFIPA associate members**

Celtipharm, le Gers, Naturex, Nutraveris, Par ailleurs, RNP, SAS Uhlich, Vidal.

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