

# PHARMACY SALES & PROFITABILITY

European Pharmacy Chain Analysis | 2024-2025

## Overview

## Geographical Analysis

## Product

Year  
All

Month  
All

Category  
All

Revenue  
€ 8.6M

MoM 4.6% ↑

Units Sold  
446K

MoM 5.0% ↑

Profit  
€ 2.42M

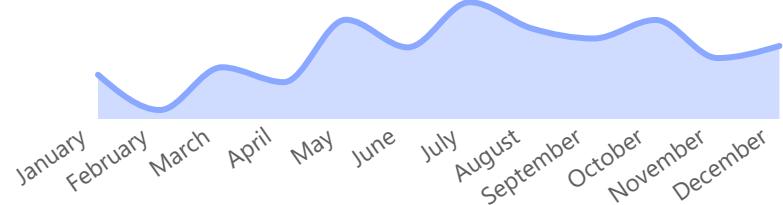
MoM 4.7% ↑

Profit Margin %  
28.04%

MoM 0.1% ↑

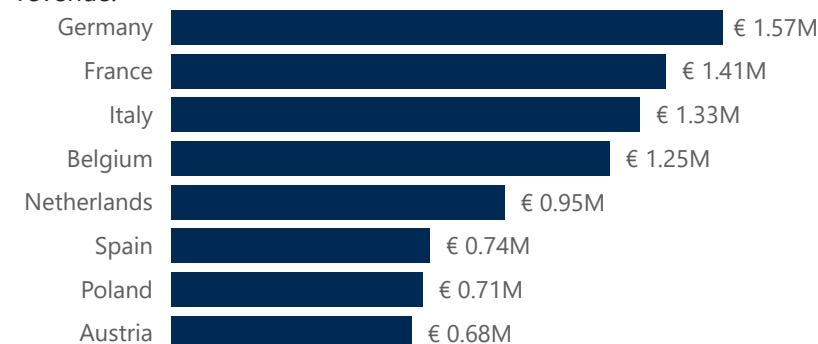
### Monthly Trend of Revenue

Revenue shows seasonality, peaking in **July**, which recorded the highest monthly sales across the year.



### Revenue by Country

Germany (€1.57M), France (€1.41M), and Italy (€1.33M) are the top revenue contributors, together accounting for over 50% of total revenue.



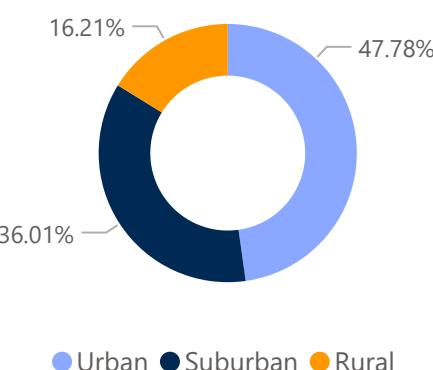
### Top 10 Pharmacy by Revenue

The top 10 pharmacies generate approximately 47% of total revenue,



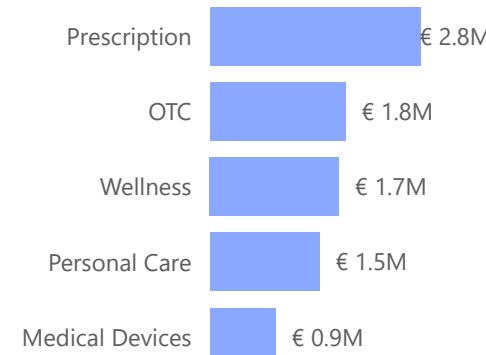
### Revenue by Pharmacy Type

Urban pharmacies contribute 47.78% of total revenue, significantly outperforming suburban (36.01%) and rural (16.21%) pharmacies.



### Revenue by Category

Prescription lead revenue generation with €2.8M, followed by OTC (€1.8M) and Wellness (€1.7M).



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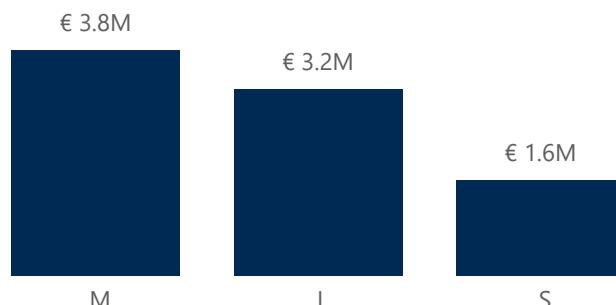
## Revenue and Profit Margin by Country

Germany generates the highest revenue (€1.6M), while Belgium (28.16%) and Austria (28.16%) achieve the strongest profit margins.



## Revenue by Store Size

Medium-sized stores lead performance with €3.8M in revenue, outperforming large (€3.2M) and small stores (€1.6M).



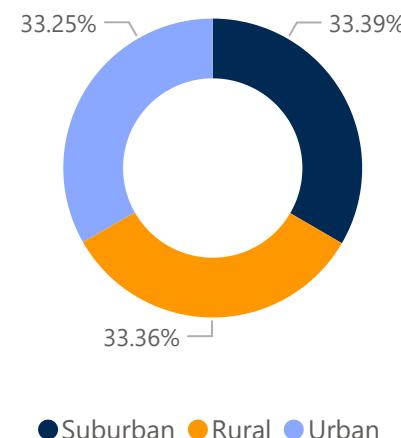
## Geographical Performance

Urban pharmacies in the Netherlands and Italy drive the most revenue geographically, closely followed by Suburban pharmacy in France

Country	Pharmacy Name	PharmacyType	StoreSizeBand	Revenue	Profit Margin %
Netherlands	Utrecht HealthPoint	Urban	M	€ 288,704.9	28.07%
Italy	Milan HealthPoint	Urban	L	€ 266,176.4	28.08%
France	Marseille HealthPoint	Suburban	M	€ 218,771.2	27.61%
Belgium	Bruges HealthPoint	Urban	M	€ 186,707.6	28.61%
Italy	Naples HealthPoint	Urban	M	€ 173,941.3	28.06%
Germany	Munich HealthPoint	Urban	L	€ 162,320.3	27.83%

## Profit Margin by Pharmacy Type

Suburban pharmacies generate the highest profit margins while margin remain identical across pharmacy types



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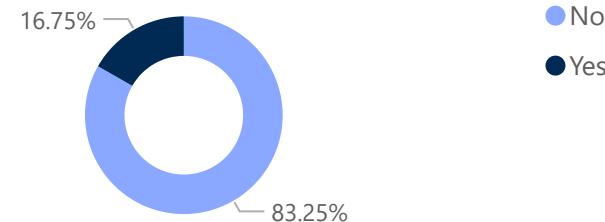
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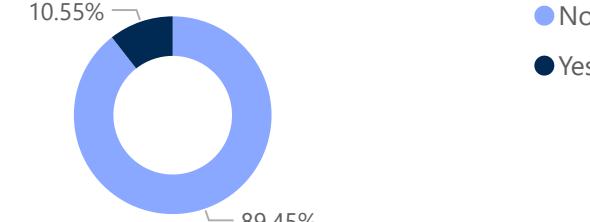
## Generic vs Non-Generic

Non-generic products account for 83.25% of total revenue, highlighting strong customer preference for branded medications.



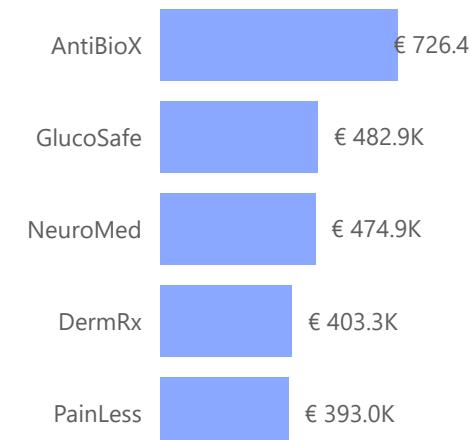
## Revenue by Promotion

Most revenue comes from non-promotional sales, suggesting low price sensitivity and strong brand trust.



## Revenue by Brand

AntiBioX leads brand performance with €726K in revenue, followed by GlucoSafe (€483K) and NeuroMed (€475K).



## Product Performance

Several products achieve profit margins above 38%, making them strong candidates for margin-driven growth strategies.

Product Name	Category	Units Sold	Revenue	Profit Margin %
DermaSoft Shampoo Repair	Personal Care	2152	€ 31,711.9	38.53%
DermaSoft Sunscreen Bright	Personal Care	1574	€ 13,665.7	38.36%
NatureFit Omega-3 Max	Wellness	2358	€ 39,147.1	38.23%
BioBalance Multivitamin Active	Wellness	2373	€ 52,851.8	37.88%
NatureFit Omega-3 Plus	Wellness	2361	€ 58,768.4	37.84%

## Revenue, Profit, and Profit Margin by Category

Prescription products generate the highest revenue (€2.8M) and profit (€613K), but record the lowest profit margin (21.92%), while Wellness and Personal Care categories deliver margins above 37%.

