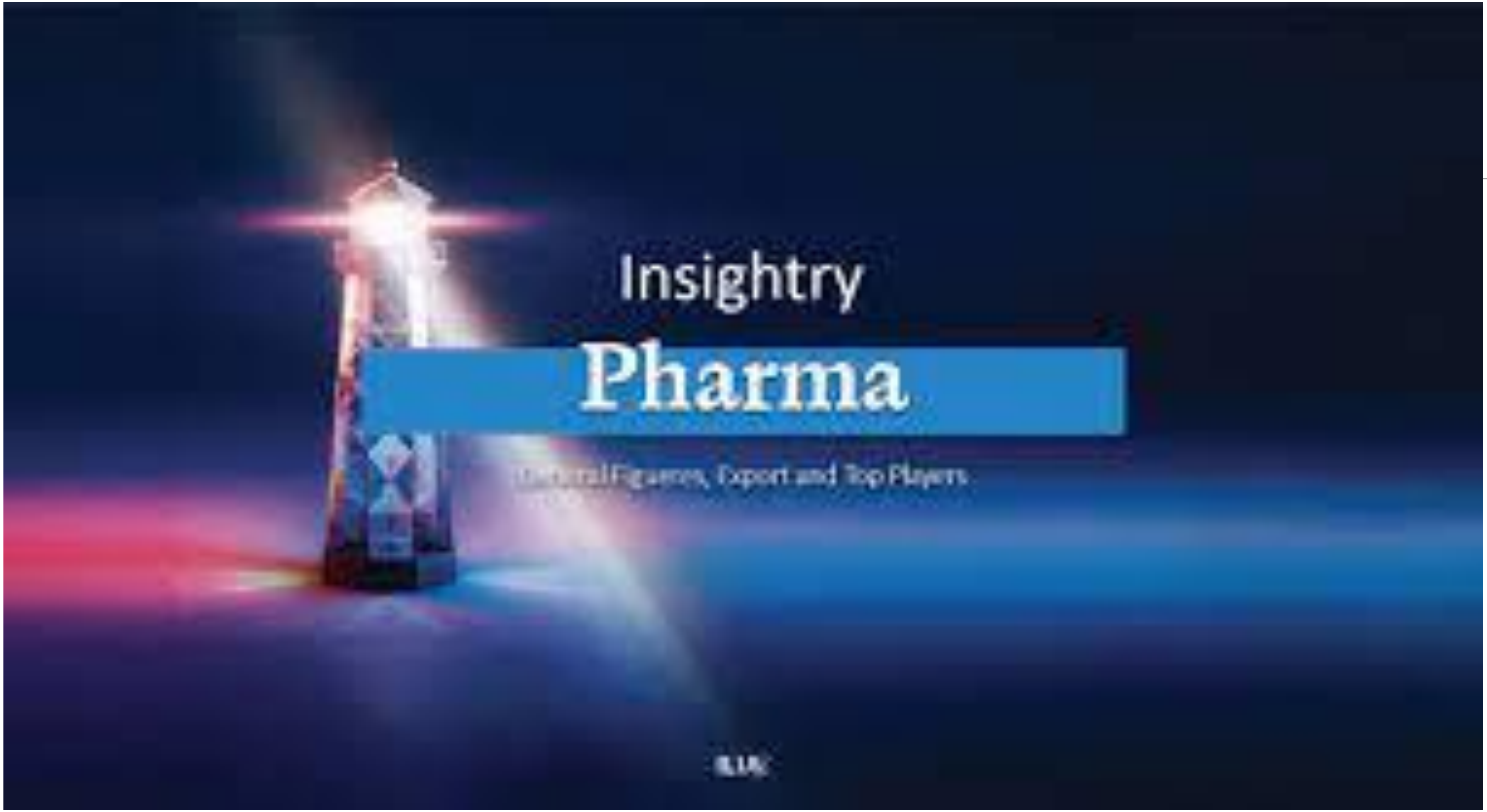

بسم الله الرحمن الرحيم

مهندسی استراتژیک فروش دارو

برای دهه آینده

وحید محلاتی

اردیبهشت 1404


Insightry
Pharma

Key Trends in Generic Pharma Selling (2025–2035)

1. Commoditization & Price Pressure

Generic drugs will face intensifying price competition, especially in mature markets like the U.S. and Europe. Buyers (e.g., hospitals, pharmacy chains, and payers) will continue to favor bulk deals and tenders, pressuring margins

2. Consolidation Among Buyers and Manufacturers

Mergers among pharmacy benefit managers (PBMs) and distributors are creating larger, more powerful buyers. Generic companies are also merging to survive pricing wars and achieve scale

3. Regulatory Expansion

Sellers must navigate local compliance, pricing rules, and quality assurance hurdles.

4. Digital B2B Selling & E-Procurement

Traditional sales reps will be supplemented or replaced by digital B2B platforms, particularly for bulk buyers. Expect wider use of

e-tendering portals, automated bidding, and integrated supply chain tools.

5. Portfolio Diversification

Successful generic firms will move beyond simple molecules to offer complex generics, biosimilars, and drug-device combinations. Sales teams will need technical training to sell more differentiated products

6. Focus on Supply Chain Reliability

Buyers are prioritizing suppliers with consistent quality and supply capacity — not just low prices — especially post - COVID.

Sales narratives will include logistics strength, regulatory track record, and risk mitigation.

7. Localized Sales Strategies

In price-sensitive emerging markets, winning companies will adapt to local needs, including pack sizes, pricing tiers, and regional branding.

8. Pharmacist and Hospital-Driven Sales

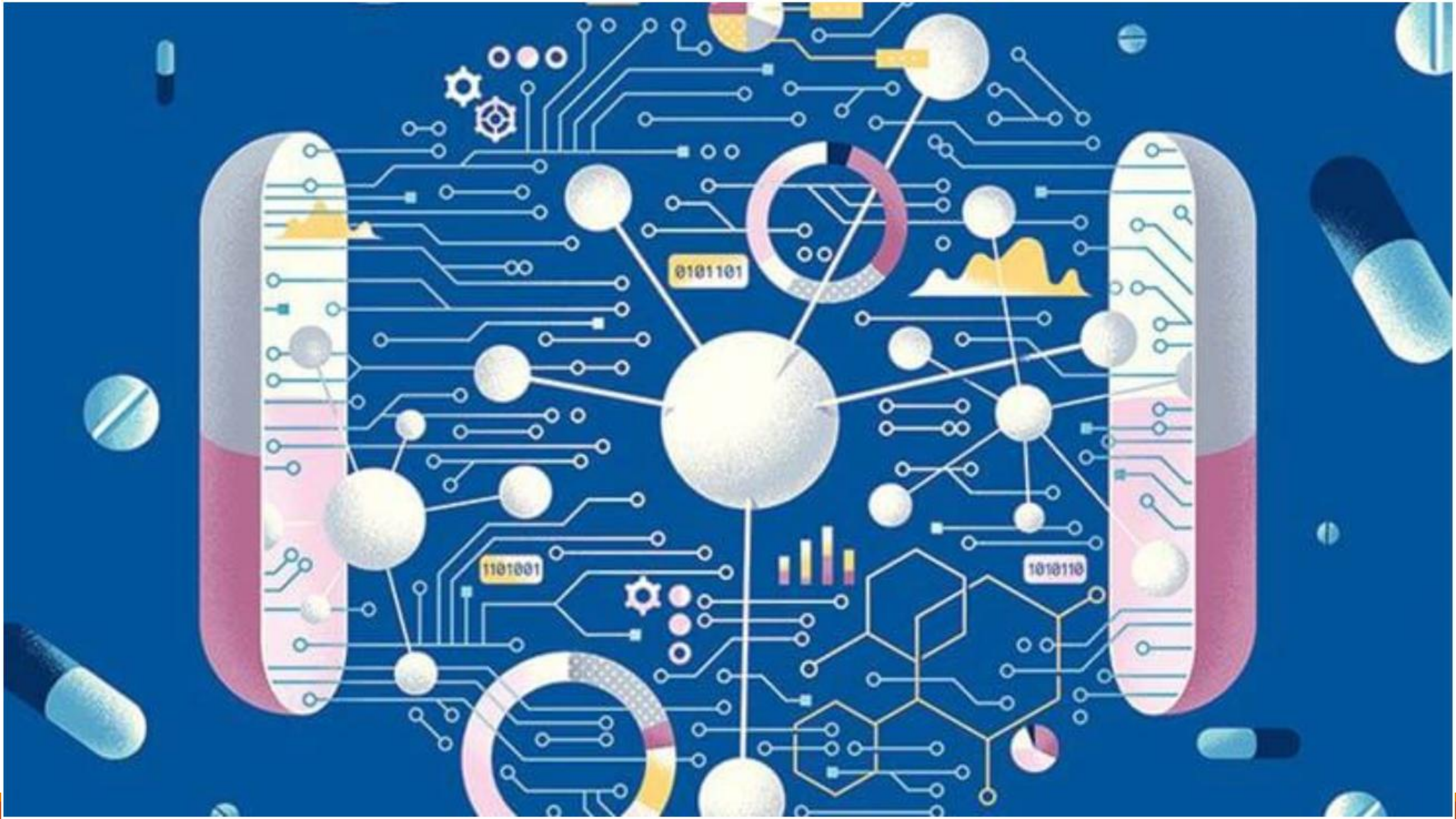
Especially in developed markets, generics selling is shifting from prescriber-driven to pharmacist and institution-driven, requiring stronger B2B account management.

9. AI and Data Use in Forecasting and Targeting

Generic companies will adopt AI for demand forecasting, sales force targeting, and competitive pricing analysis.

10. Environmental and ESG Selling Points

Buyers and governments increasingly consider sustainability and ethical sourcing — giving sales teams a new value proposition to pitch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Rapidly evolving Pharmaceutical Marketing Trends and a significant push towards **Digital Transformation** in Pharma. This period of transformation demands **agility** and **adaptability** from pharmaceutical companies to stay ahead in the competitive landscape

The pharmaceutical sales landscape is evolving rapidly, driven by

technology,

regulations

changing healthcare models.

Emerging Trends in Pharma Marketing:
A Comprehensive Look at 2025

- 01 Digital Transformation
- 02 Patient-Centric Approaches
- 03 Personalized Content and Patient-Centric Approaches
- 04 Influencer Marketing in Pharma
- 05 Virtual and Augmented Reality Applications
- 06 Rise of Telehealth and Remote Patient Monitoring
- 07 Evolving Regulatory Landscape
- 08 Global Collaboration & Partnerships

1. Digital-First Engagement

Sales reps will increasingly use digital platforms (e-detailing, video calls, AI-powered CRM) to engage healthcare providers (HCPs), with face-to-face visits becoming more selective.

2. Data-Driven Personalization

AI and big data will help reps tailor pitches based on prescribing patterns, patient demographics, and treatment outcomes, improving relevance and timing.

This approach relies heavily on analyzing vast amounts of data to inform marketing strategies. By understanding customer behavior and market trends through data, pharmaceutical companies can refine their marketing efforts for maximum impact.

Predictive analytics is another critical aspect of data-driven decision-making in pharma marketing. By predicting future trends and customer responses, companies can stay ahead of the curve

Industry

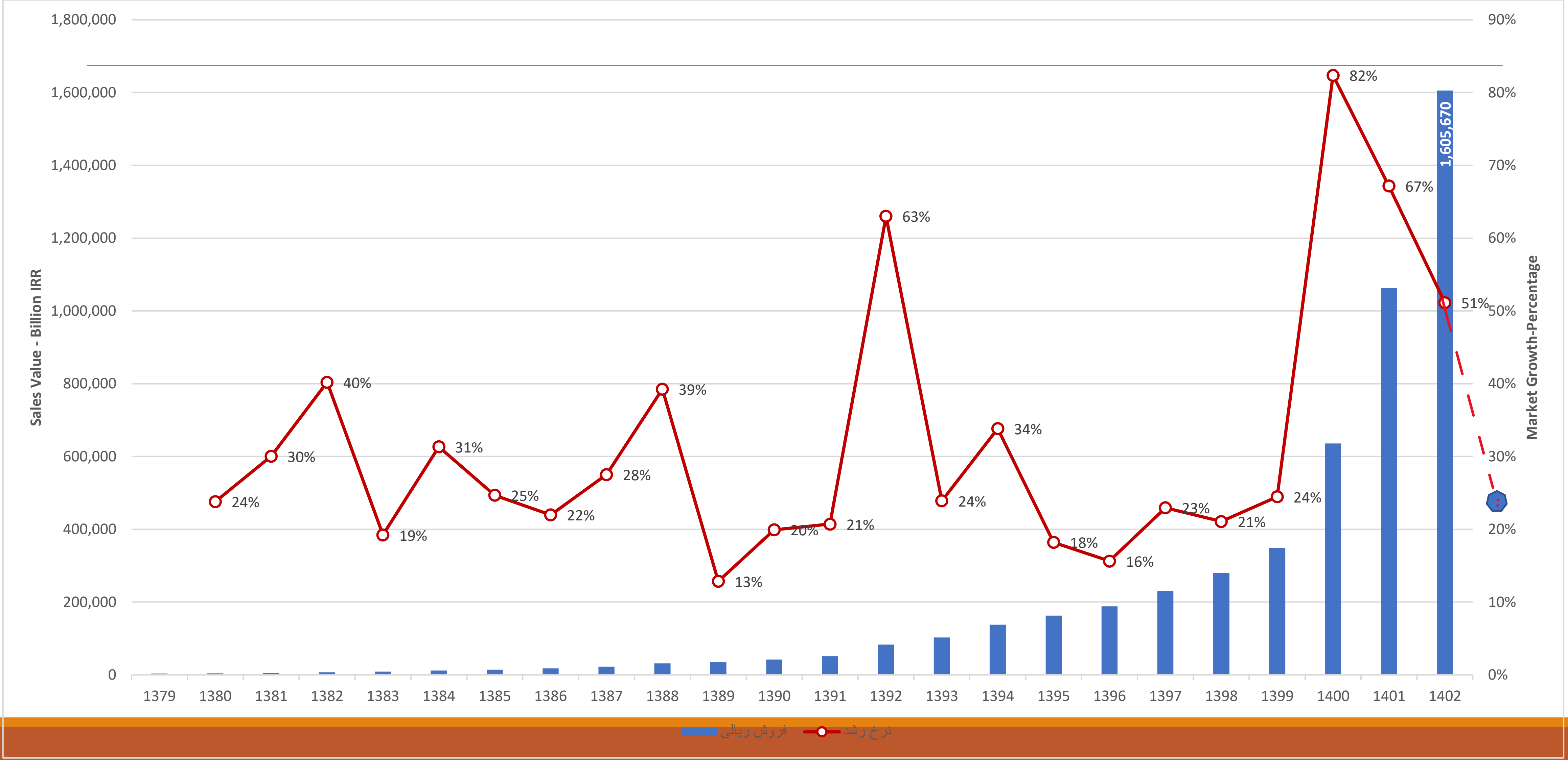
Leaders need to understand the long-term implications of the evolving landscape and take proactive steps to secure their companies’ future.

نگاهی به بازار دارویی ایران

1401-1403

وحید محلاتی

روند بازار ریالی دارویی کشور ایران تا پایان سال ۱۴۰۲ (قیمت مصرف کننده)



بررسی بازار تعدادی دارو و مقایسه آن در سال های ۱۴۰۰، ۱۴۰۱ و ۱۴۰۲

ماه	1400	1401	1402	رشد سال ۱۴۰۱ به سال ۱۴۰۰	رشد سال ۱۴۰۲ به سال ۱۴۰۱
فروردین	1,930,950,700	2,386,764,868	2,748,064,378		
اردیبهشت	4,467,889,096	4,368,204,895	5,661,344,299		
خرداد	5,182,595,170	5,097,515,241	6,404,180,820		
سه ماهه اول	11,581,436,366	11,852,486,405	14,813,590,899	2.3%	25.0%
تیر	4,447,969,148	4,292,180,862	5,614,607,395		
مرداد	3,770,435,060	5,169,930,553	5,491,939,014		
شهریور	4,886,007,578	5,170,576,435	5,192,224,259		
سه ماهه دوم	13,104,411,786	14,632,687,850	16,298,770,668	11.7%	11.4%
مهر	4,418,280,439	5,478,439,603	5,179,422,658		
آبان	4,859,305,276	5,672,768,473	6,049,913,270		
آذر	5,436,516,693	6,432,719,574	4,961,940,447		
سه ماهه سوم	14,714,102,408	17,583,927,650	16,191,276,375	19.5%	-7.9%
دی	4,475,325,873	5,772,826,275	5,133,332,916		
بهمن	5,576,597,561	5,920,912,376	4,980,202,227		
اسفند	5,182,464,180	5,284,194,161	4,273,652,544		
سه ماهه چهارم	15,234,387,614	16,977,932,812	14,387,187,687	11.4%	-15.3%

بازار کل	۱۴۰۰	۱۴۰۱	۱۴۰۲	رشد سال ۱۴۰۱ به سال ۱۴۰۰	رشد سال ۱۴۰۲ به سال ۱۴۰۱
نیمه ابتدایی سال	24,685,848,152	26,485,174,255	31,112,361,567	7.3%	17.5%
نیمه دوم سال	29,948,490,022	34,561,860,462	30,578,464,062	15.4%	-11.5%
سال	54,634,338,174	61,047,034,717	61,690,825,629	11.7%	1.1%

ماه	تعداد1402	تعداد1403	%	فروش 1402	فروش 1403	%
فروردین	2,718,778,257	1,763,079,871	-35	8.38	8.21	-2
اردیبهشت	5,635,923,554	4,632,510,295	-18	14.03	16.59	18
خرداد	6,398,782,873	4,397,047,305	-31	15.74	17.44	11
Q1	14,753,484,684	10,792,637,471	-27	38.15	42.23	11
تیر	5,600,652,352	4,344,733,583	-22	14.86	16.07	8
مرداد	5,472,943,161	4,847,974,204	-11	17.17	20.11	17
شهریور	5,169,142,924	3,701,647,816	-28	15.99	16.33	2
Q2	16,242,738,437	12,894,355,603	-21	48.02	52.51	9
مهر	5,171,262,583	4,674,731,063	-10	17.68	22.84	29
آبان	6,046,610,674	5,234,270,682	-13	18.78	21.59	15
آذر	4,958,009,566	4,414,639,717	-11	16.14	19.26	19
Q3	16,175,882,823	14,323,641,462	-11	52.6	63.68	21
دی	5,129,469,381	4,859,335,942	-5	17.33	23.62	36
بهمن	4,966,381,782	5,232,720,382	5	17.45	25.59	47
اسفند	4,255,465,310	4,551,729,426	7	16.13	26.44	64
Q4	14,351,316,473	14,643,785,750	2	50.91	75.65	49

h1	30,996,223,121	23,686,993,074	-24	86	94.74	10
h2	47,172,105,944	38,010,634,536	-19	139	158.42	14
fty	61,523,422,417	52,654,420,286	-14	190	234.07	23

شرکت تامین کننده	تعداد 1402 میلیون عدد	تعداد قلم %	فروش 1402 میلیارد عدد	ریال%	تعداد 1403 میلیون عدد	از کل%	فروش 1403 میلیارد ریال	03%از ریال	درصد رشد سهم بازار عددی	درصد رشدعددی	درصد رشد سهم بازار ریالی	درصد رشد فروش
داروسازی دکتر عبیدی	3,972	7.6%	103,163	6.6%	3,778	8.6%	124,206	6.6%	13.5	-4.9	0.6	20
تحقیقاتی وتولیدی سینا ژن	11	0.0%	74,326	4.8%	11	0.0%	116,868	6.3%	22.9	3.0	31.4	57
اکتوورکو	3,291	6.3%	83,458	5.3%	3,149	7.2%	109,594	5.9%	14.2	-4.3	9.7	31
بهستان دارو	98	0.2%	65,692	4.2%	116	0.3%	89,725	4.8%	41.8	18.9	14.1	37
کوبل دارو	259	0.5%	48,535	3.1%	346	0.8%	64,552	3.5%	59.2	33.4	11.1	33
داروسازی اکسیر	923	1.8%	45,633	2.9%	882	2.0%	51,902	2.8%	14.0	-4.5	-5.0	14
داروسازی دانا	1,211	2.3%	50,950	3.3%	1,037	2.4%	48,190	2.6%	2.2	-14.4	-21.0	-5
کارخانجات دارو پخش	2,011	3.8%	47,705	3.1%	1,290	2.9%	46,288	2.5%	-23.4	-35.8	-18.9	-3
داروسازی تهران شیمی	1,984	3.8%	37,890	2.4%	1,661	3.8%	46,245	2.5%	-0.1	-16.3	2.0	22
البرز دارو	1,988	3.8%	41,774	2.7%	1,634	3.7%	39,333	2.1%	-1.9	-17.8	-21.3	-6
آریوژن فارمد	1	0.0%	29,502	1.9%	1	0.0%	38,905	2.1%	46.7	22.9	10.2	32
دارو سازی فارابی	732	1.4%	30,617	2.0%	792	1.8%	33,889	1.8%	29.0	8.1	-7.5	11
آفا شیمی	316	0.6%	19,080	1.2%	481	1.1%	33,270	1.8%	81.4	52.0	45.7	74
داروسازی کاسپین تأمین	232	0.4%	20,563	1.3%	231	0.5%	32,161	1.7%	19.2	-0.1	30.7	56
نوو نور دیسک پارس	12	0.0%	17,301	1.1%	13	0.0%	25,788	1.4%	31.7	10.4	24.5	49
سبحان دارو	3,367	6.4%	24,905	1.6%	2,469	5.6%	24,701	1.3%	-12.5	-26.7	-17.1	-1
فرآورده های پویش دارو	12	0.0%	20,137	1.3%	14	0.0%	24,611	1.3%	37.7	15.4	2.1	22
رویان دارو	77	0.1%	12,822	0.8%	92	0.2%	23,021	1.2%	42.7	19.6	50.0	80
روژین دارو	8	0.0%	14,464	0.9%	22	0.1%	22,975	1.2%	237.3	182.7	32.7	59
داروسازی شهید قاضی	185	0.4%	17,503	1.1%	173	0.4%	22,667	1.2%	11.7	-6.4	8.2	30
نانو فناوران داروئی الوند	22	0.0%	16,242	1.0%	30	0.1%	22,087	1.2%	65.6	38.8	13.6	36
لابراتوارهای سینا دارو	169	0.3%	17,053	1.1%	109	0.2%	21,477	1.1%	-22.9	-35.4	5.2	26
داروسازی کوثر	374	0.7%	13,528	0.9%	478	1.1%	20,548	1.1%	52.5	27.8	26.9	52
پارس دارو	1,882	3.6%	16,846	1.1%	1,105	2.5%	20,434	1.1%	-29.9	-41.3	1.3	21
داروسازی امین	1,300	2.5%	15,082	1.0%	1,538	3.5%	20,067	1.1%	41.2	18.3	11.2	33
ایران هورمون	1,911	3.7%	15,802	1.0%	1,512	3.4%	19,192	1.0%	-5.6	-20.9	1.5	21
روناک	228	0.4%	15,968	1.0%	358	0.8%	18,793	1.0%	87.5	57.1	-1.7	18
داروسازی ابوریحان	1,104	2.1%	15,034	1.0%	890	2.0%	18,556	1.0%	-3.8	-19.4	3.1	23
دارو سازی تهران دارو	1,313	2.5%	12,715	0.8%	1,398	3.2%	17,546	0.9%	27.0	6.4	15.3	38
دارويي و نهاده های زاگرس دارو پا	1,627	3.1%	16,348	1.0%	1,505	3.4%	16,794	0.9%	10.3	-7.5	-14.2	3
دارو سازی حکیم	1,449	2.8%	13,275	0.9%	1,372	3.1%	16,245	0.9%	13.0	-5.3	2.2	22
داروسازی جابرابن حیان	307	0.6%	15,360	1.0%	176	0.4%	16,147	0.9%	-31.3	-42.5	-12.2	5
تدبیر کالای جم	302	0.6%	11,162	0.7%	277	0.6%	15,787	0.8%	9.3	-8.4	18.2	41
دارو سازی آنوشا	593	1.1%	13,850	0.9%	564	1.3%	15,148	0.8%	13.5	-4.9	-8.6	9
شفا یاب گستر	11	0.0%	16,803	1.1%	6	0.0%	14,755	0.8%	-38.8	-48.8	-26.6	-12
دارويی و بهداشتی لقمان	599	1.1%	12,510	0.8%	582	1.3%	14,496	0.8%	15.9	-2.8	-3.2	16

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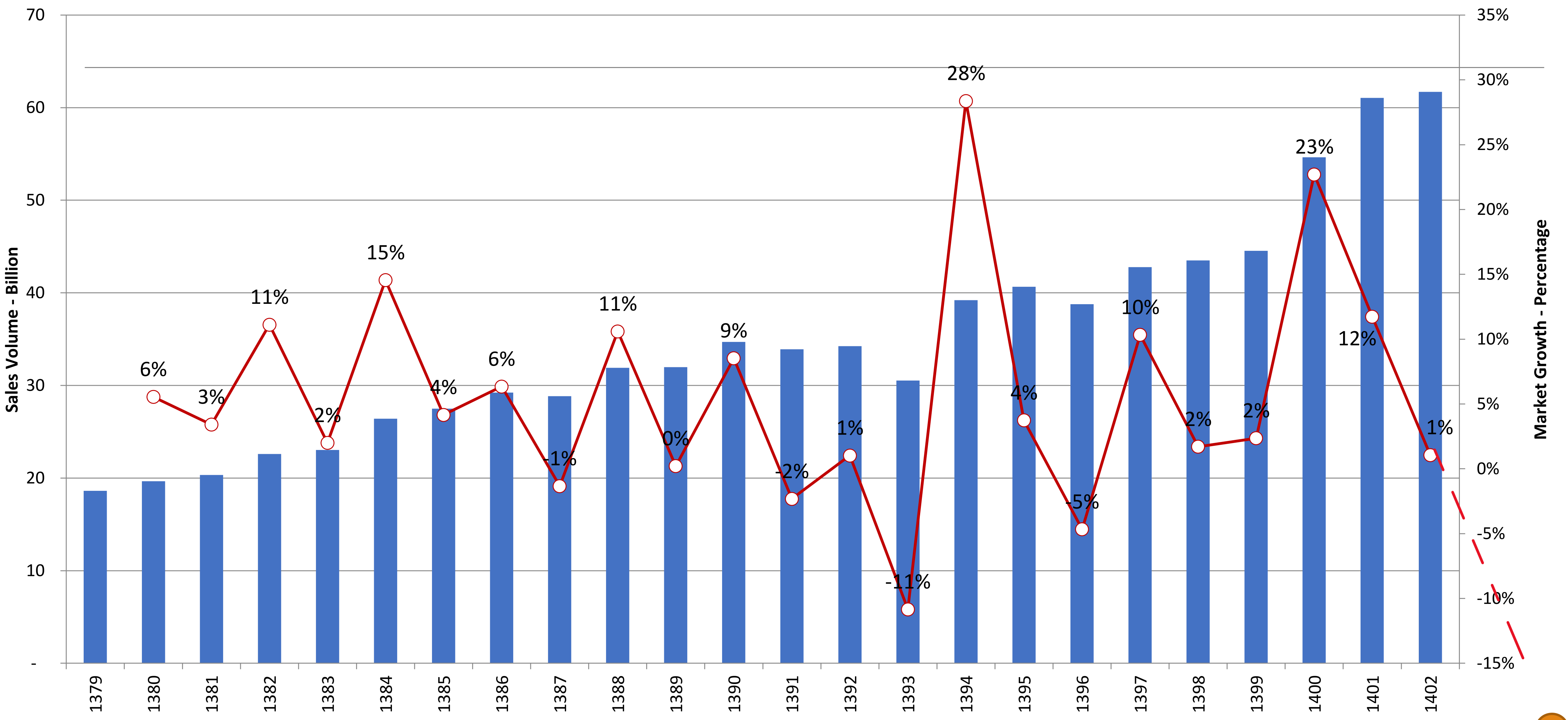
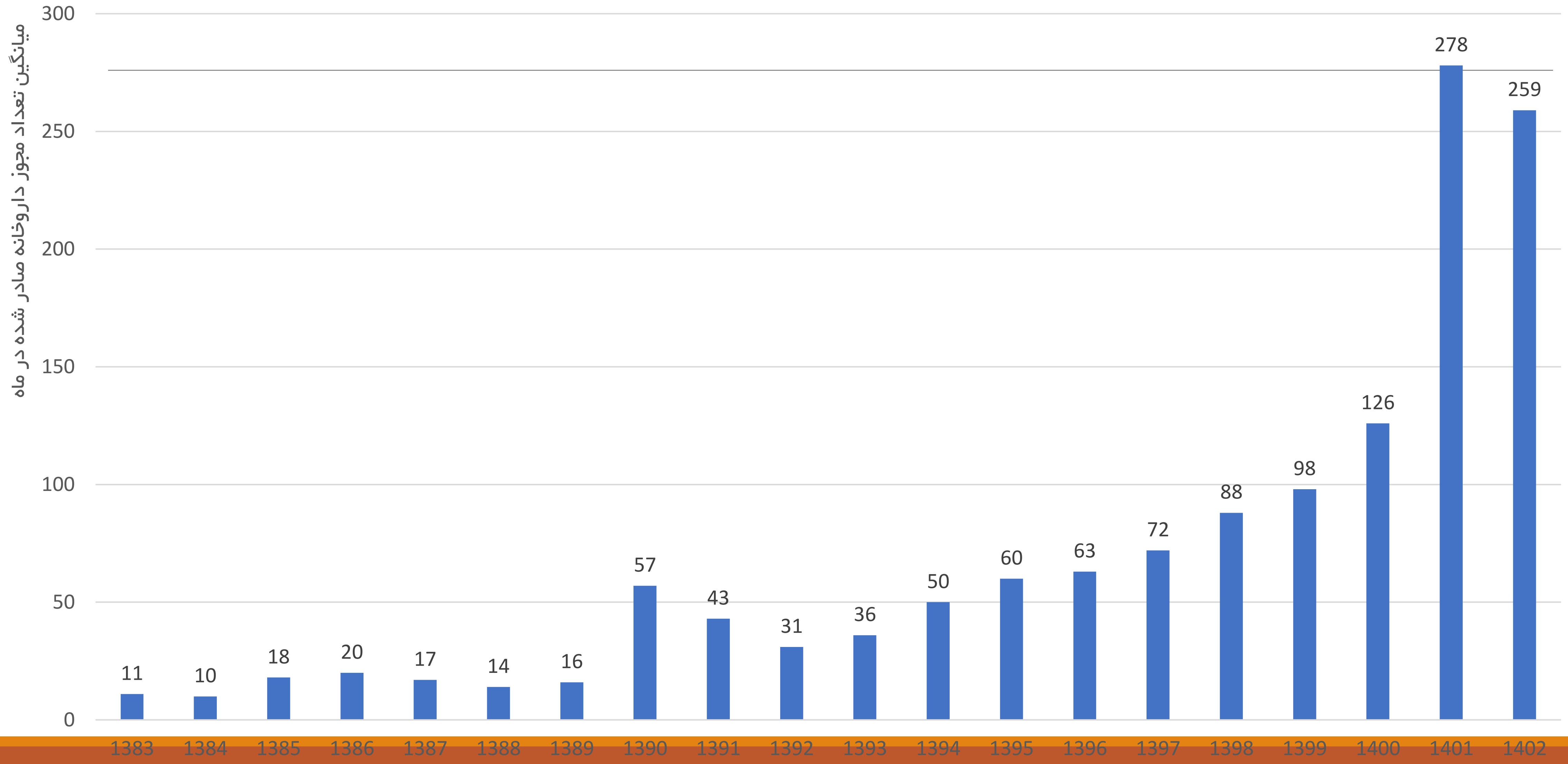
کارخانجات دارو پخش	2,011	3.8%	47,705	3.1%	1,290	2.9%	46,288	2.5%	-23.4	-35.8	-18.9	-3
داروسازی دانا	1,211	2.3%	50,950	3.3%	1,037	2.4%	48,190	2.6%	2.2	-14.4	-21.0	-5
البرز دارو	1,988	3.8%	41,774	2.7%	1,634	3.7%	39,333	2.1%	-1.9	-17.8	-21.3	-6
شفا یاب گستر	11	0.0%	16,803	1.1%	6	0.0%	14,755	0.8%	-38.8	-48.8	-26.6	-12

روند بازار تعدادی دارویی کشور ایران تا پایان سال ۱۴۰۲



روند میانگین تعداد مجوز داروخانه صادر شده در ماه

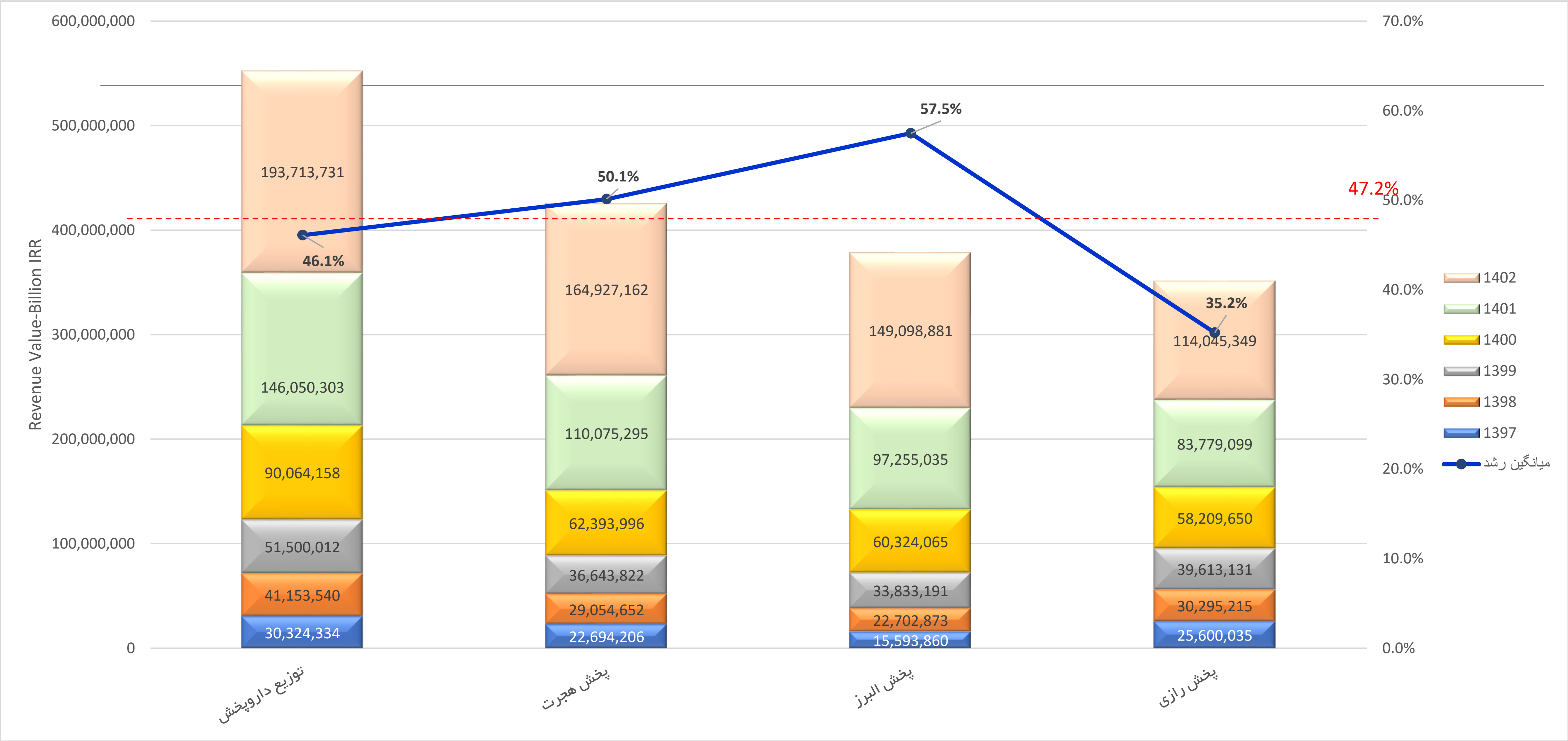


بررسی بازار شرکت های پخش بورسی

رشد درآمد شرکت های پخش بورسی سال ۱۴۰۳ – ۱۴۰۱

نام شرکت	۶ ماه ۱۴۰۲	۹ ماه ۱۴۰۲	سال ۱۴۰۲	۶ ماه ۱۴۰۳	۹ ماه ۱۴۰۳
توزیع داروپخش	52.0%	39.4%	32.6%	43%	39%
پخش هجرت	108.0%	71.5%	49.8%	14%	24%
پخش البرز	111.0%	74.8%	61.2%	38%	26 %
پخش رازی	58.0%	34.9%	36.1%	21%	48%

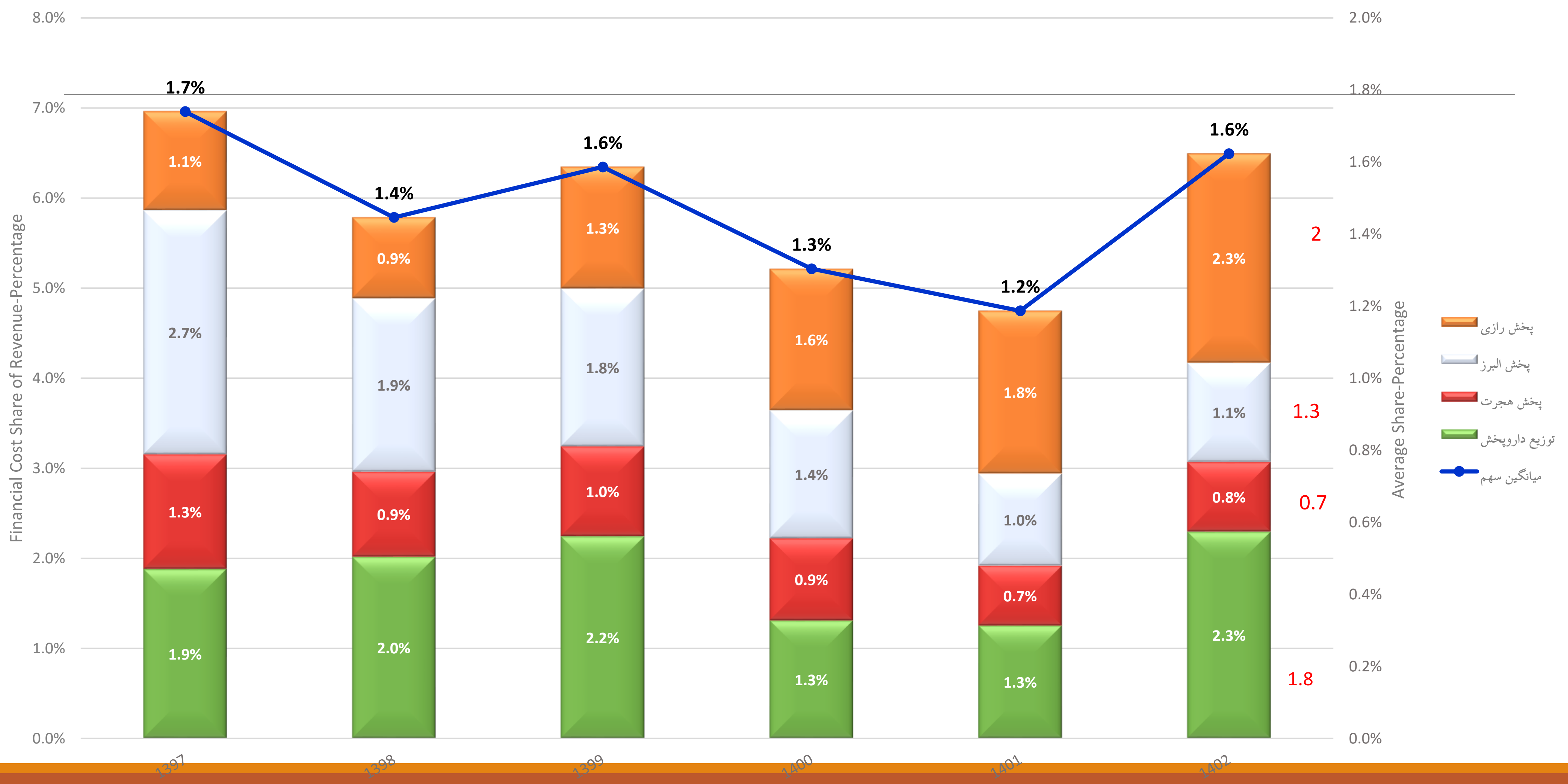
درآمد شرکت های پخش بورسی و میانگین رشد هر شرکت طی 6 سال اخیر (سال 1397 تا سال 1402)



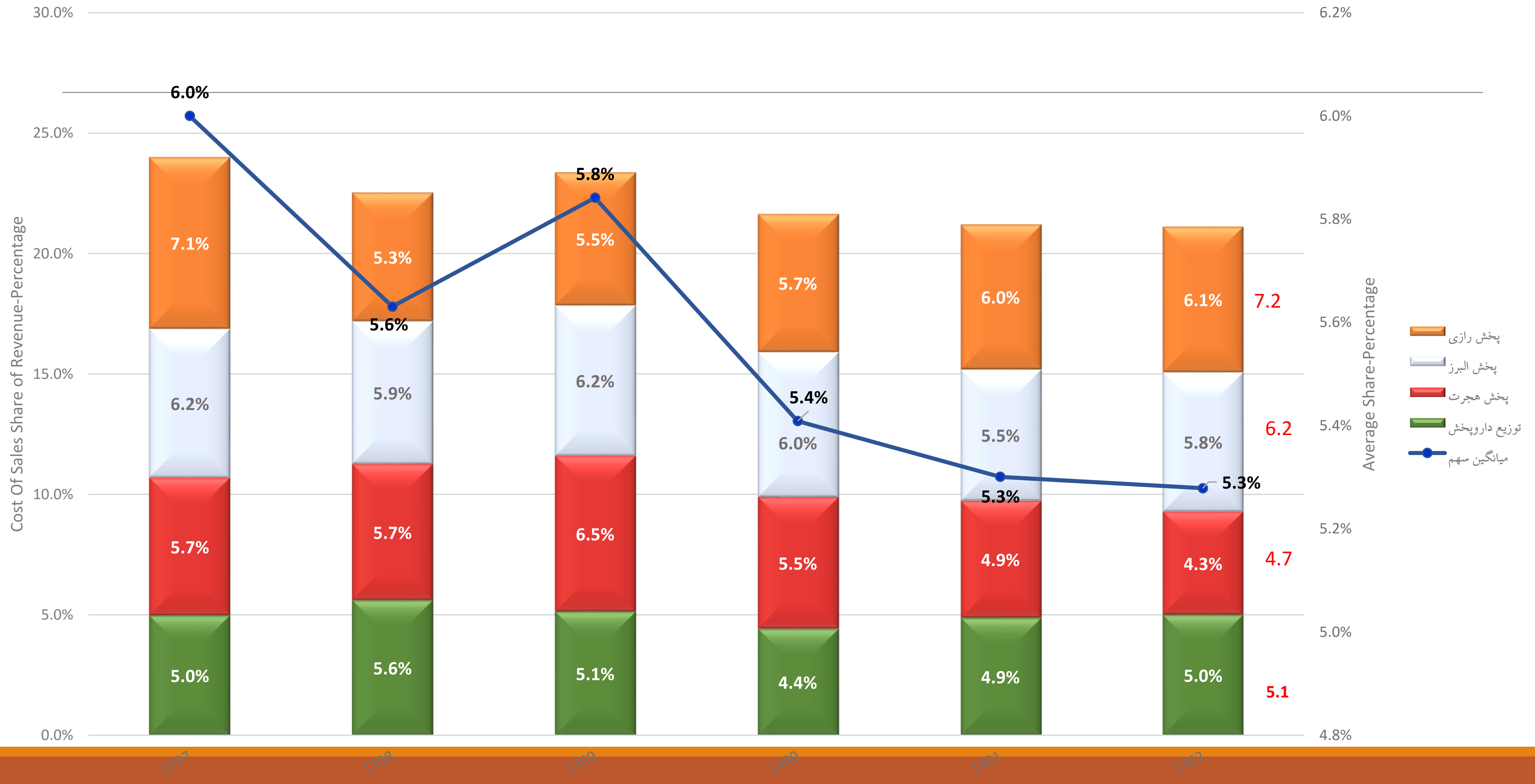
**شرکت پخش البرز تنها ریال دارو تحلیل شده است.

سهم بهای تمام شده از درآمد سالانه شرکت های بورسی از سال 1397 تا سال 1402

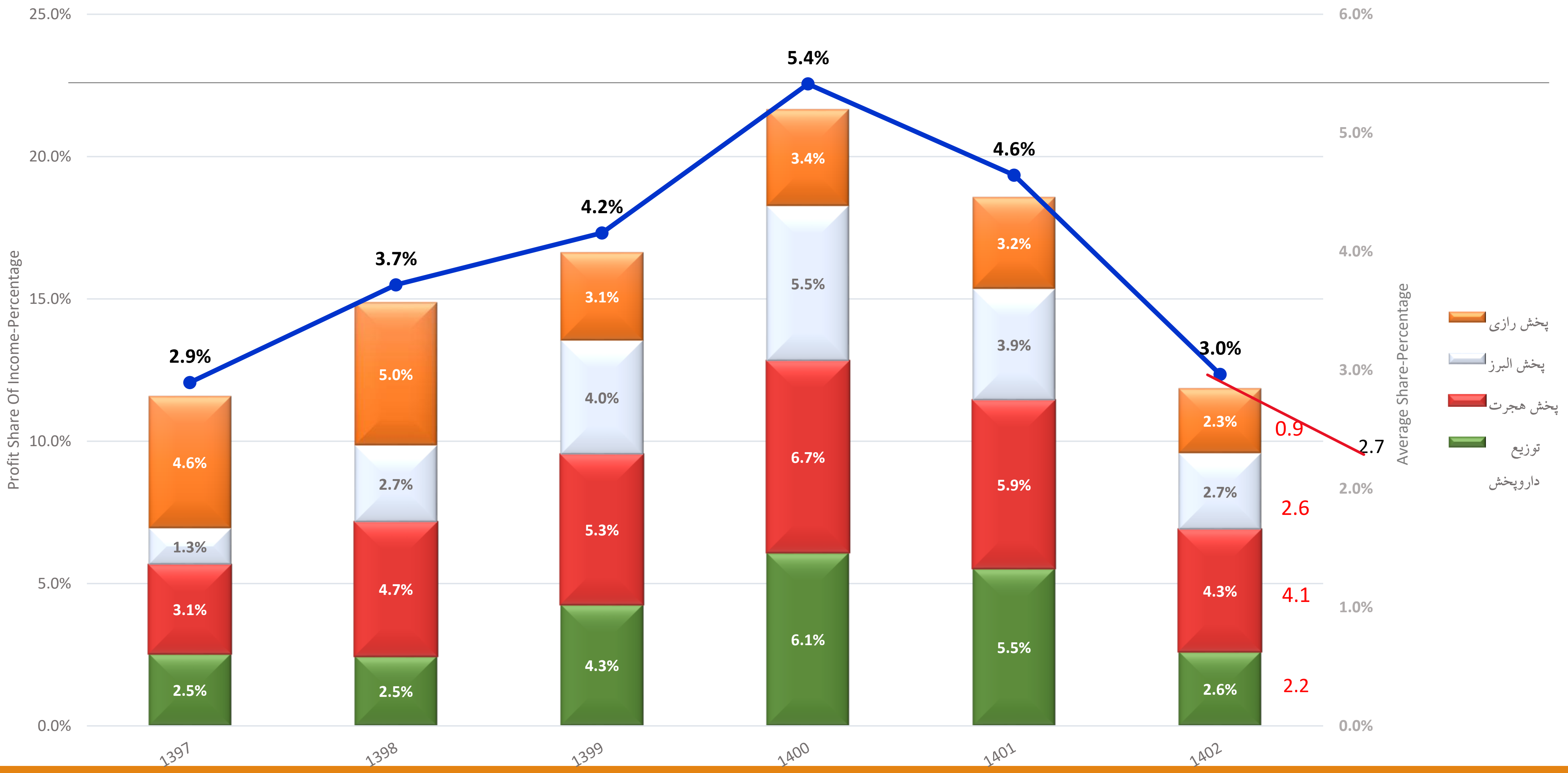
سهم هزینه های مالی از درآمد سالانه شرکت های بورسی از سال 1397 تا سال 1402



سهم هزینه های فروش و اداری از درآمد سالانه شرکت های بورسی از سال 1397 تا سال 1402



سهم سود از درآمد سالانه شرکت های بورسی از سال 1397 تا سال 1402



بررسی Markup و Margin در آتی با افزایش ۳۰ درصدی قیمت

		تولید							
Row Labels	محدوده قیمت (ریال)	ارزش ریالی دارو قیمت 1	سهم از بازار کل	Markup	داروهای تولید داخل (غذا و دارو)	Margin Real 1	ارزش ریالی دارو قیمت 2	سهم از بازار کل	Margin Real 2
1	تا 10000	75,118,521,693,602	10.1%	14.8%	15%	12.9%	56,670,878,889,925	6.8%	20.5%
2	10000 تا 50000	168,466,526,224,192	22.6%	14.0%	14%	12.3%	176,131,257,726,404	21.0%	19.9%
3	50000 تا 200000	150,441,868,552,900	20.2%	12.9%	13%	11.4%	184,143,194,163,635	22.0%	19.1%
4	200000 تا 650000	100,584,626,559,416	13.5%	11.0%	11%	9.9%	139,010,970,547,556	16.6%	15.9%
5	650000 تا 4500000	116,779,374,205,183	15.7%	8.0%	8%	7.4%	123,358,945,627,745	14.7%	12.2%
6	بیش از 4500000	131,553,739,027,621	17.7%	6.0%	6%	5.7%	156,340,124,822,434	18.7%	9.0%
		1,737,053,685,145	0.2%				1,826,474,751,842	0.2%	
Grand Total		744,681,709,948,058				**9.7%**	837,481,846,529,542		**15.7%**

		واردات								
Row Labels	محدوده قیمت (ریال)	ارزش ریالی دارو قیمت 1	سهم از بازار کل	Markup	داروهای وارداتی مشابه تولید داخل (غذا و دارو)	داروهای وارداتی بدون مشابه تولید داخل (غذا و دارو)	Margin Real 1	ارزش ریالی دارو قیمت 2	سهم از بازار کل	Margin Real 2
1	تا 10000	17,292,709,635	0.01%	10.7%	8%	12%	9.6%	16,262,319,068	0.01%	16.0%
2	10000 تا 50000	895,161,091,912	0.64%	10.4%	7%	11%	9.4%	454,625,936,381	0.42%	15.7%
3	50000 تا 200000	1,602,932,804,549	1.15%	9.3%	6%	10%	8.5%	1,617,478,256,481	1.48%	14.3%
4	200000 تا 650000	4,813,166,712,698	3.45%	8.3%	5%	8%	7.6%	4,970,829,829,967	4.56%	12.1%
5	650000 تا 4500000	20,659,485,708,851	14.82%	5.9%	4%	5%	5.5%	20,856,472,975,042	19.15%	10.2%
6	بیش از 4500000	111,311,225,867,673	79.84%	4.7%	4%	4%	4.5%	80,898,884,232,422	74.26%	7.7%
		110,787,067,180	0%					120,701,978,569	0.11%	
Grand Total		139,410,051,962,497					**4.8%**	108,935,255,527,928		**8.5%**

بررسی Markup و Margin کل هفت ماهه ۱۴۰۲ و ۱۴۰۳ با افزایش قیمت ۳۰ درصدی

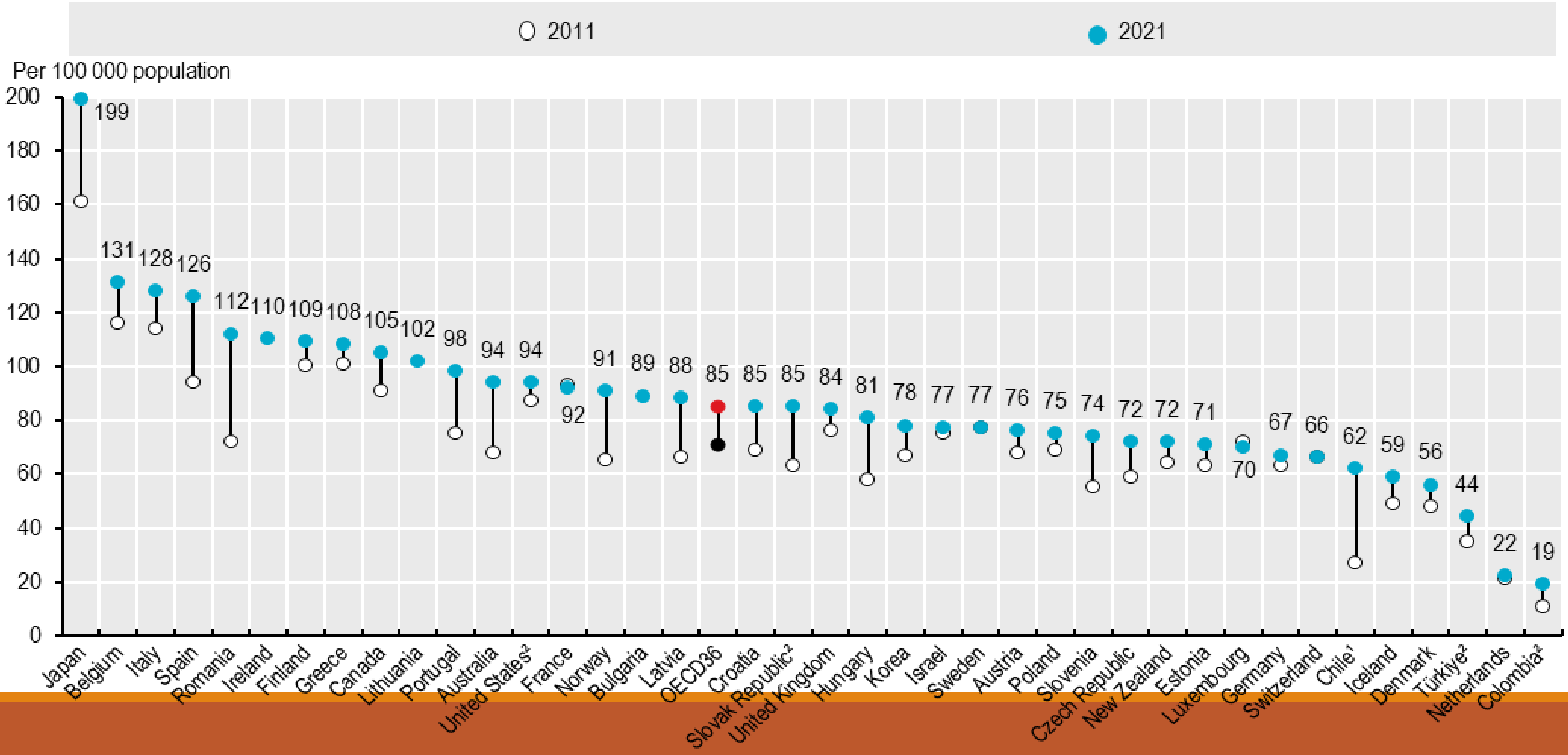
Row Labels	محدوده قیمت (ریال)	ارزش ریالی دارو قیمت 1	سهم از بازارکل	markup (قیمت 1)	Margin Real 1	ارزش ریالی دارو قیمت 2	سهم از بازارکل	Margin Real 2	فروش عدد
1	تا 10000	100,181,085,870,982	14.3%	14.8%	12.9%	75,582,854,945,323	9.2%	20.4%	21,476,279,064
2	10000 تا 50000	148,016,836,767,547	21.1%	13.7%	12.1%	161,733,507,616,876	19.7%	19.8%	7,647,199,592
3	50000 تا 200000	117,990,350,939,038	16.8%	12.5%	11.1%	149,053,636,426,561	18.1%	18.8%	1,199,257,042
4	200000 تا 650000	77,846,364,653,696	11.1%	10.5%	9.4%	109,454,760,277,829	13.3%	15.4%	258,508,324
5	650000 تا 4500000	121,002,326,923,703	17.2%	7.1%	6.6%	119,847,926,700,851	14.6%	11.5%	88,790,531
6	بیش از 4500000	135,871,829,411,415	19.3%	5.4%	5.1%	159,443,867,215,110	19.4%	8.3%	7,376,565
_	_	1,421,415,963,327	0.2%			1,497,828,254,162	0.2%		463,033,600
Grand Total		741,821,479,894,357			**9.68%**	821,310,256,193,264		**15.38%**	31,140,444,718

Row Labels	محدوده قیمت (ریال)	ارزش ریالی دارو قیمت 1	سهم از بازارکل	markup (قیمت 1)	Margin Real 1	ارزش ریالی دارو قیمت 2	سهم از بازارکل	Margin Real 2	فروش عدد
1	تا 10000	75,135,814,403,237	8.5%	14.8%	12.9%	56,687,141,208,992	6.0%	20.4%	21,476,279,064
2	10000 تا 50000	169,361,687,316,104	19.2%	13.7%	12.1%	176,585,883,662,785	18.7%	19.8%	7,647,199,592
3	50000 تا 200000	152,044,801,357,448	17.2%	12.5%	11.1%	185,760,672,420,116	19.6%	18.8%	1,199,257,042
4	200000 تا 650000	105,397,793,272,113	11.9%	10.5%	9.4%	143,981,800,377,524	15.2%	15.4%	258,508,324
5	650000 تا 4500000	137,438,859,914,034	15.5%	7.1%	6.6%	144,215,418,602,787	15.2%	11.5%	88,790,531
6	بیش از 4500000	242,864,964,895,293	27.5%	5.4%	5.1%	237,239,009,054,856	25.1%	8.3%	7,376,565
_	_	1,847,840,752,325	0.2%			1,947,176,730,411	0.2%		463,033,600
Grand Total		884,091,761,910,555			**8.91%**	946,417,102,057,470		**14.80%**	31,140,444,718

بررسی روند تعداد داروساز و داروخانه در کشور در سال 1402

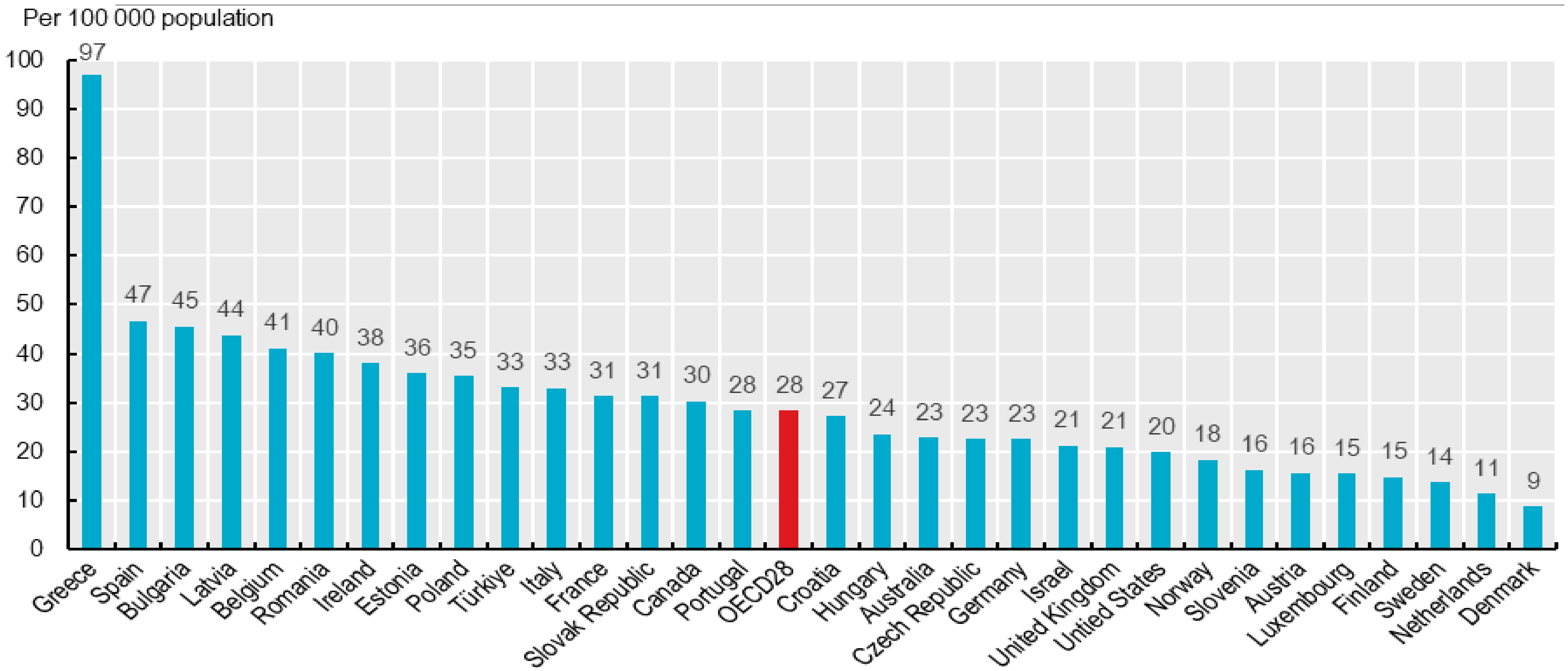
تعداد داروسازان در کشورهای OECDبین سالهای 2000 تا 2021 به ازای هر 100،000 نفر

✓ این مقدار در ایران **35** می باشد.



تعداد داروخانه در کشورهای OECDبین سالهای 2000 تا 2021 به ازای هر 100،000 نفر

- ✓ این مقدار در ایران **19** می باشد.

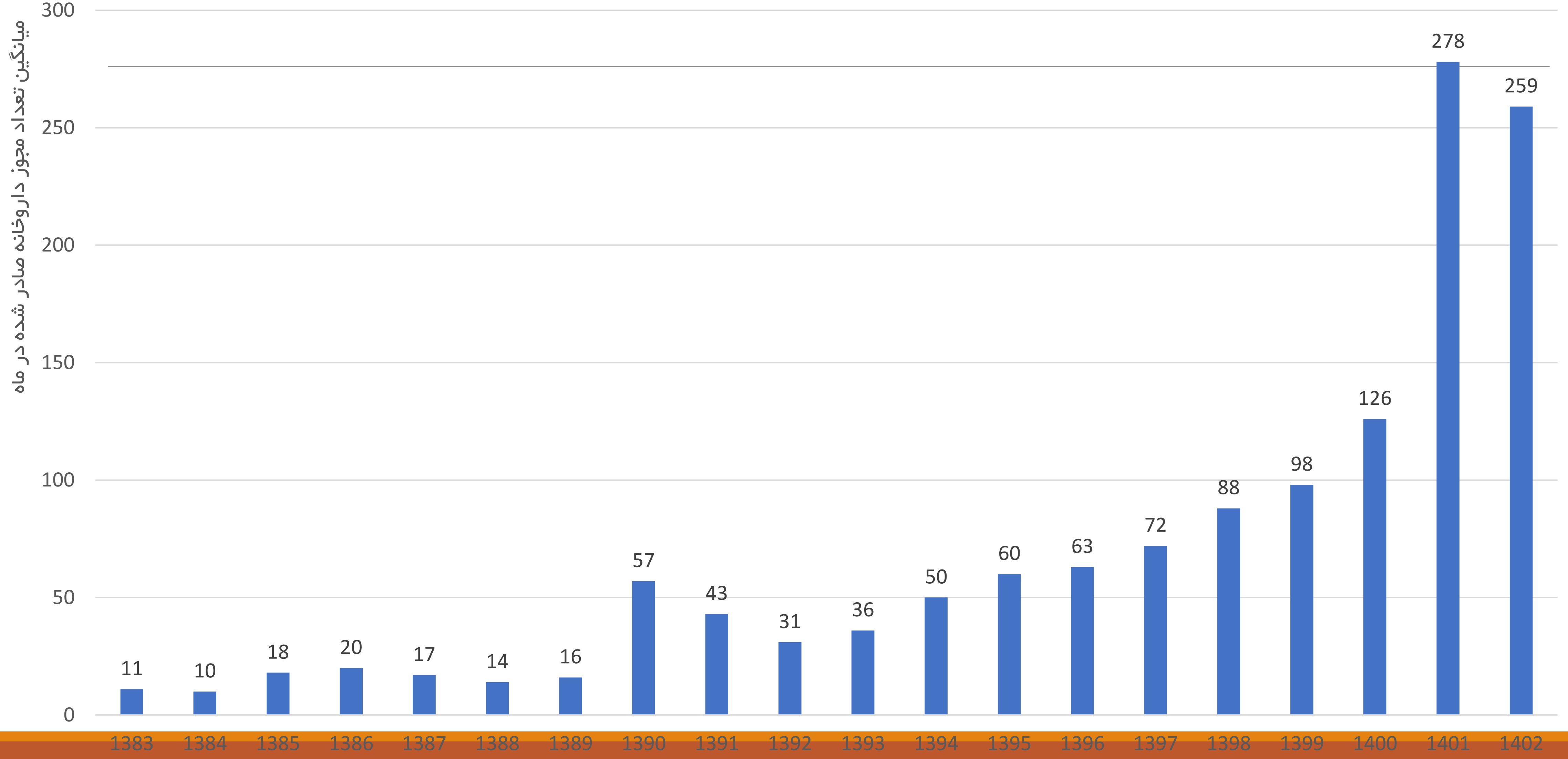


پیش بینی تعداد داروخانه و دارو ساز در کشور تا سال 1406

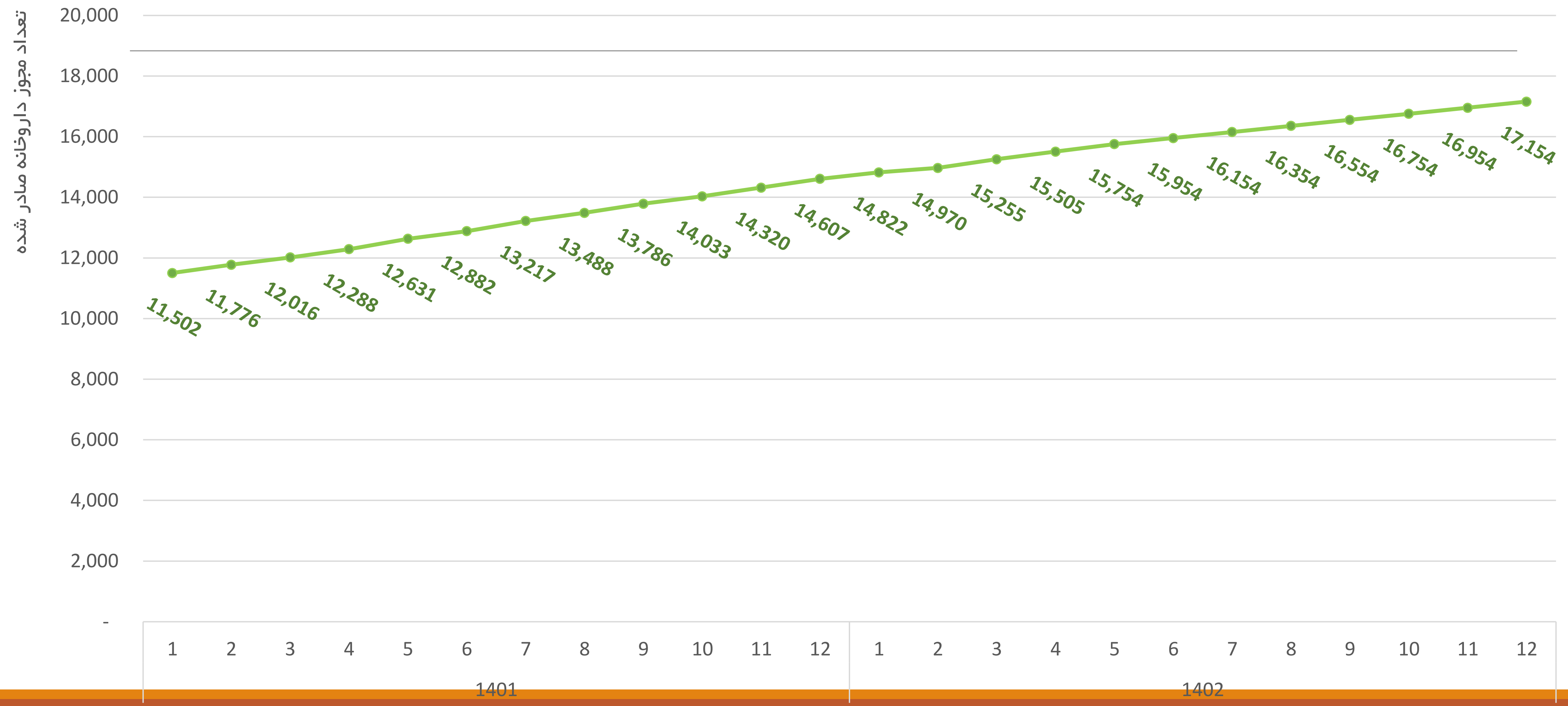
سال	جمعیت	تعداد داروخانه	تعداد داروخانه به ازای هر ۱۰،۰۰۰ نفر	تعداد دارو ساز	تعداد دارو ساز به ازای هر ۱۰،۰۰۰ نفر
1380	75,149,669	5,918	0.8		
1390	76,104,989	8,484	1.1		
1391	78,039,918	9,501	1.2		
1392	79,007,383	9,625	1.2		
1393	79,955,471	10,069	1.3		
1394	80,922,701	9,973	1.2		
1395	81,901,632	10,937	1.3		
1396	82,892,405	11,036	1.3		
1397	83,730,462	11,253	1.3		
1398	84,568,520	11,679	1.4		
1399	85,406,577	12,183	1.4	23000	2.7
1400	86,067,069	13,430	1.6	25000	2.9
1401	86,732,668	15,200	1.8	27000	3.1
1402	89,467,554	17,154	1.9	31180	3.5
1403	90,684,313	19,000	2.1	33000	3.6
1404	91,917,619	20,000	2.2	35000	3.8
1405	93,167,699	21,000	2.3	37000	4.0
1406	94,434,780	22,000	2.3	39000	4.1

سالانه ۲۰۰۰
نفر فارغ
التحصیل
داروسازی

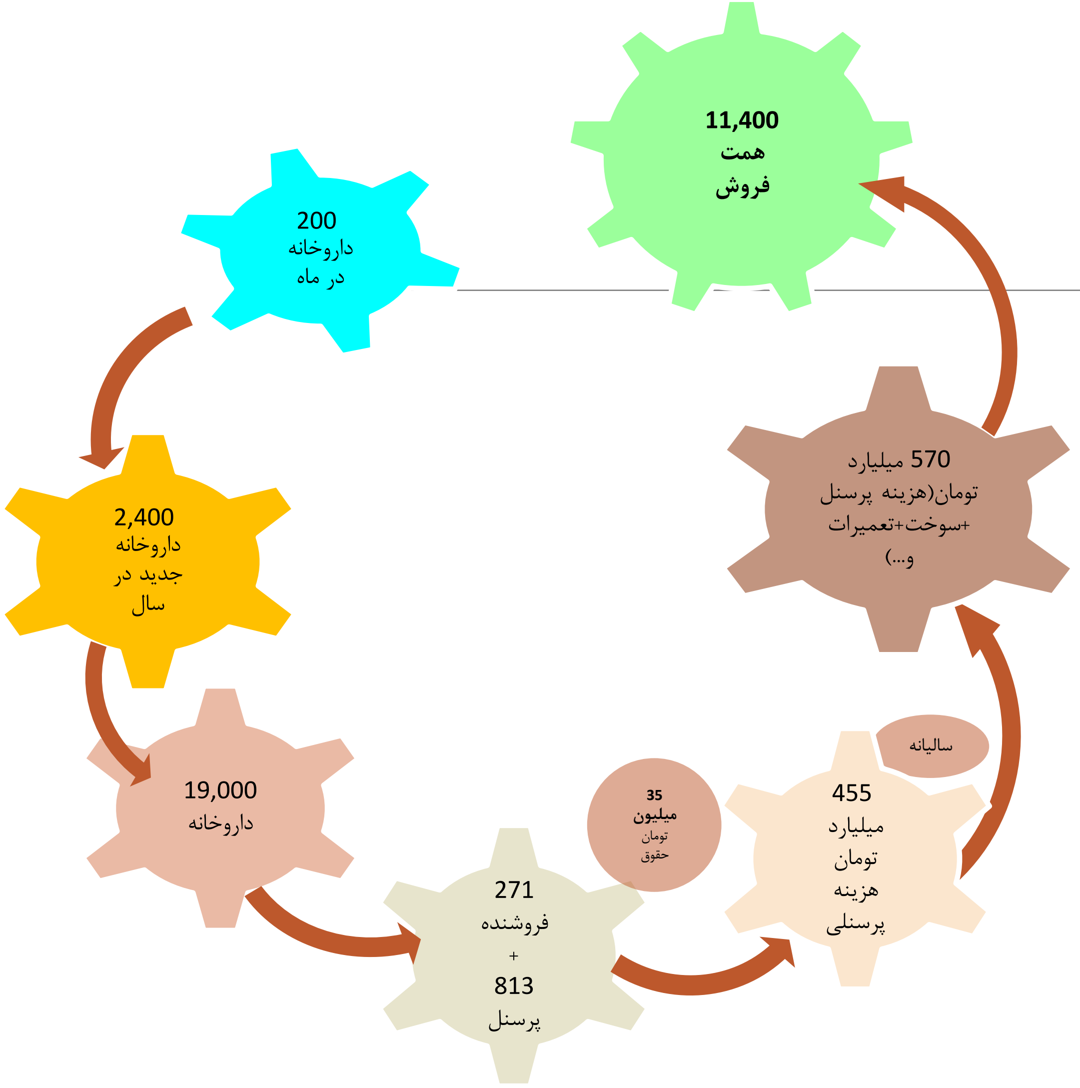
روند میانگین تعداد مجوز داروخانه صادر شده در ماه



روند تعداد داروخانه ها در کشور ازسال ۱۴۰۱ تا پایان سال ۱۴۰۲

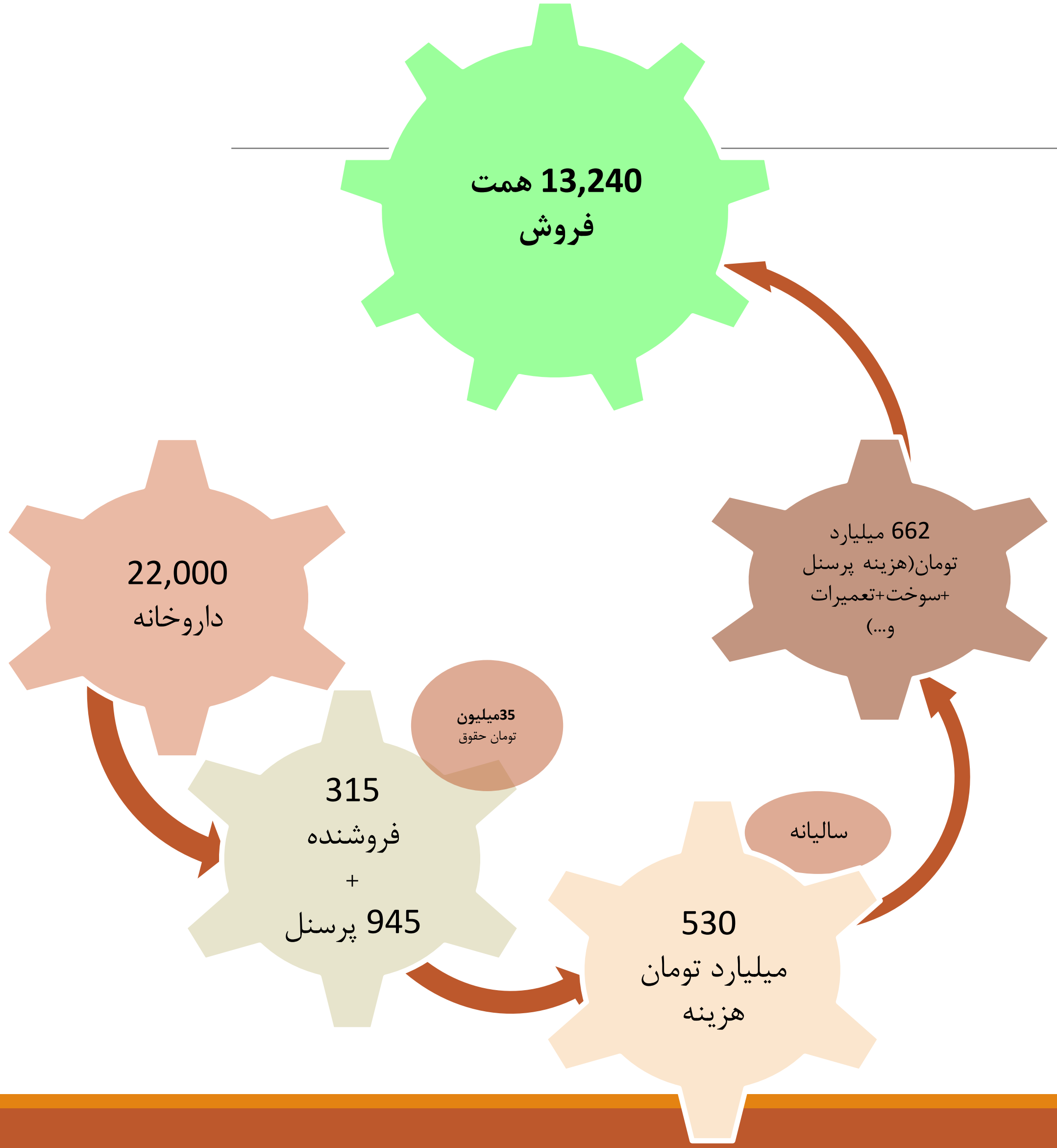


بررسی فروش شرکت ها با سرانه فروشنده ۷۰ در سال ۱۴۰۳



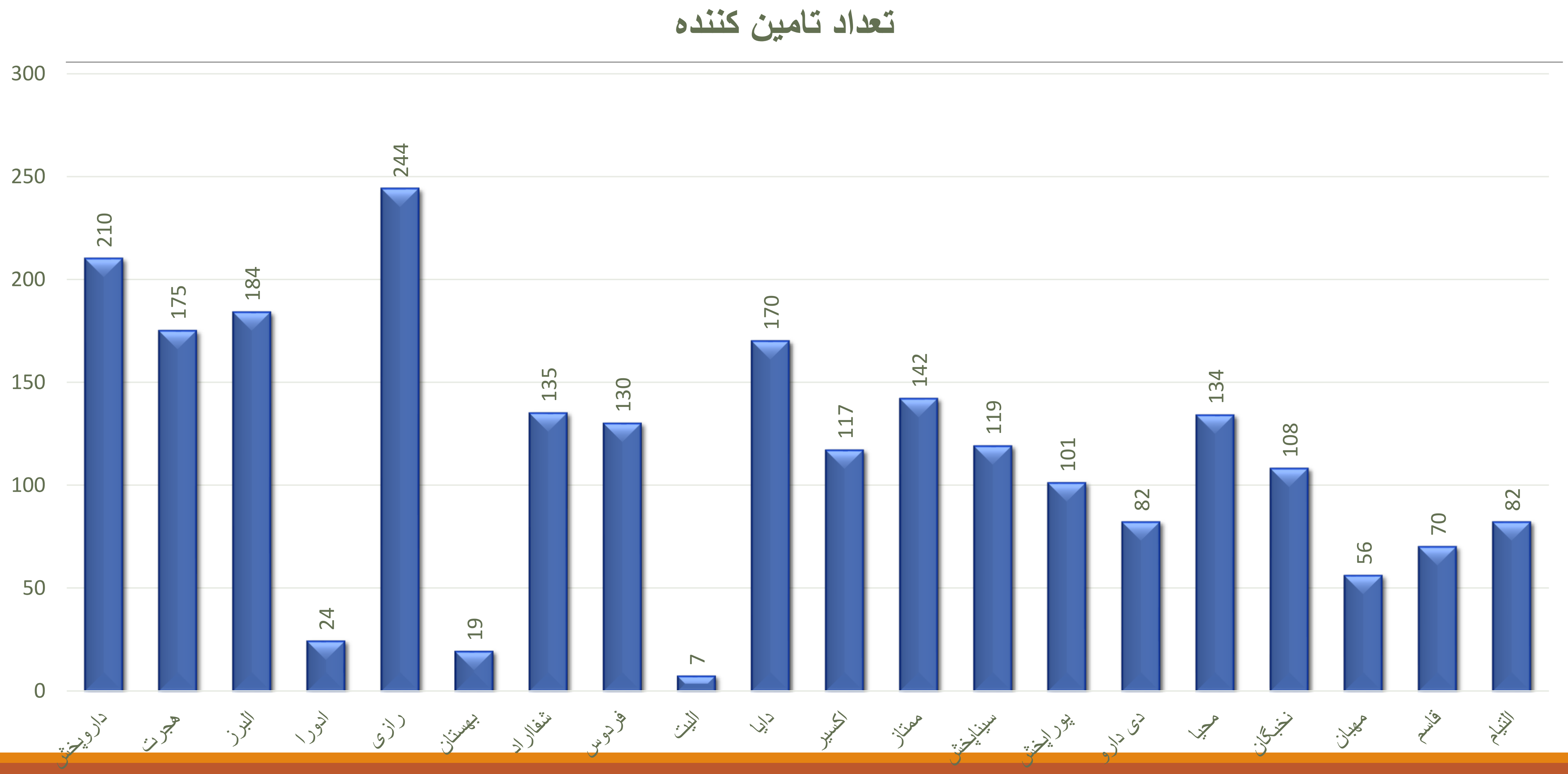
رتبه	نام شرکت	جمع
1	داروپخش	196,430,000
2	هجرت	165,680,000
3	البرز	148,820,000
4	ادورا	123,040,000
5	رازی	115,180,000
6	بهستان	80,850,000
7	شفااراد	80,170,000
8	فردوس	66,120,000
9	الیت	63,140,000
10	دایا	56,000,000
11	اکسیر	55,080,000
12	ممتاز	50,440,000
13	سیناپخش	45,240,000
14	پوراپخش	43,260,000
15	دی دارو	32,700,000

بررسی فروش شرکت ها با سرانه فروشنده ۷۰ در سال ۱۴۰۶ با قیمت سال ۱۴۰۳

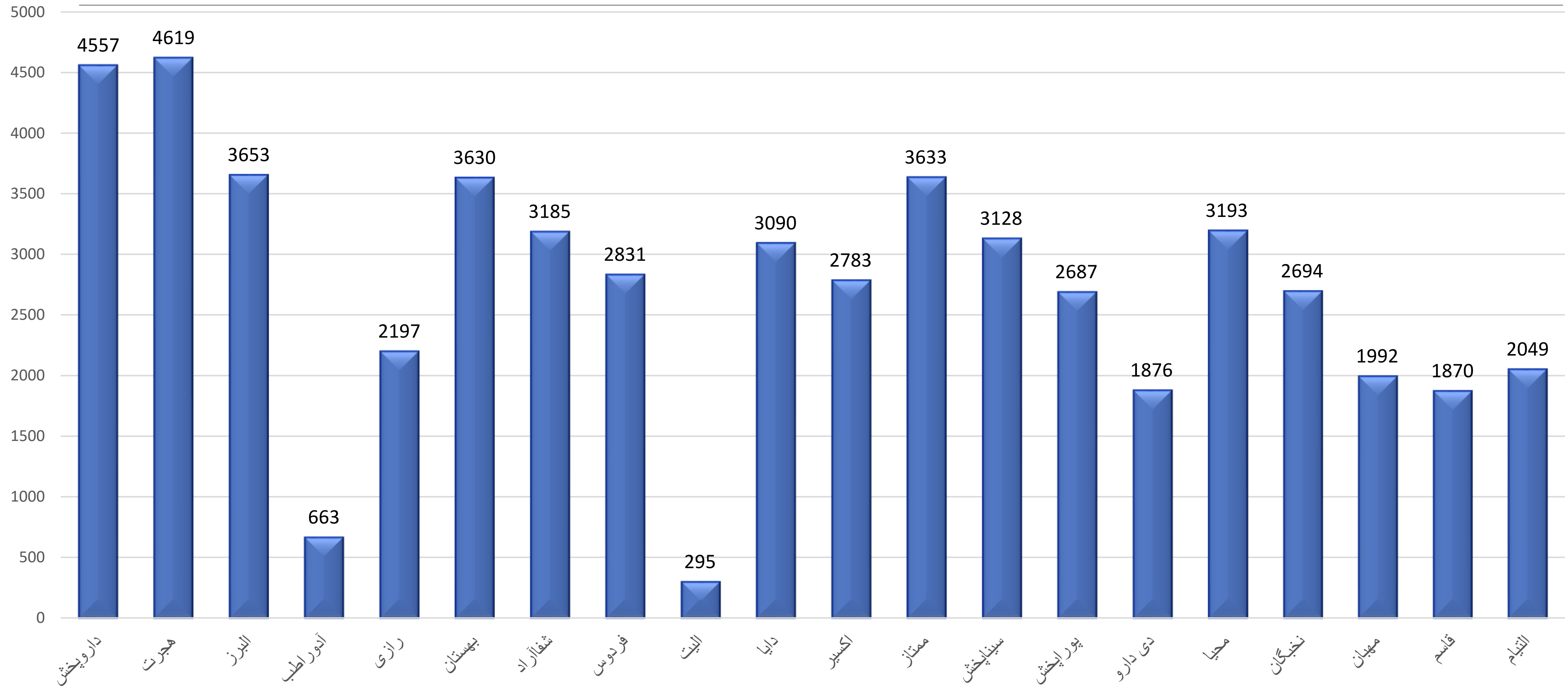


رتبه	نام شرکت	جمع
1	داروپخش	196,430,000
2	هجرت	165,680,000
3	البرز	148,820,000
4	ادورا	123,040,000
5	رازی	115,180,000
6	بهستان	80,850,000
7	شفااراد	80,170,000
8	فردوس	66,120,000
9	الیت	63,140,000
10	دایا	56,000,000
11	اکسیر	55,080,000
12	ممتاز	50,440,000
13	سیناپخش	45,240,000
14	پوراپخش	43,260,000
15	دی دارو	32,700,000

تعداد تامین کننده های ۲۰ شرکت پخش برتر در سال ۱۴۰۲



تعداد اقلام ۲۰ شرکت پخش برتر در سال ۱۴۰۲



هزینه خرید خودرو در سال ۱۴۰۳ و۱۴۰۶ با قیمت ۵ میلیارد تومان

نام شرکت	تعداد ماشین های موجود	تعداد مشتری ۱۴۰۱	سرانه داروخانه ۱۴۰۱	تعداد مشتری ۱۴۰۲	سرانه داروخانه ۱۴۰۲	تعداد مشتری ۱۴۰۳	سرانه داروخانه ۱۴۰۳	تعداد ماشین با سرانه داروخانه ۱۰۵	تعداد ماشین مورد نیاز با سرانه داروخانه ۱۰۵	هزینه ماشین مورد نیاز در سال ۱۴۰۳	تعداد مشتری ۱۴۰۶	سرانه داروخانه۱۴۰۶	تعداد ماشین با سرانه داروخانه ۱۰۵	تعداد ماشین مورد نیاز با سرانه داروخانه ۱۰۵	هزینه ماشین مورد نیاز در سال ۱۴۰۶
داروپخش	۲۶۰		۵۸		۶۶		۷۳					۸۵		۰	
البرز	۲۴۰		۶۳		۷۱		۷۹					۹۲		۰	
[redacted]	۸۸		۱۷۳		۱۹۵		۲۱۶		۹۳	۴۶۵,۰۰۰,۰۰۰,۰۰۰		۲۵۰		۱۲۲	۶۱۰,۰۰۰,۰۰۰,۰۰۰
[redacted]	۹۸		۱۵۵		۱۷۵		۱۹۴		۸۳	۴۱۵,۰۰۰,۰۰۰,۰۰۰		۲۲۴		۱۱۲	۵۶۰,۰۰۰,۰۰۰,۰۰۰
[redacted]	۱۰۰	۱۵۲۰۰	۱۵۲	۱۷۱۵۴	۱۷۲	۱۹۰۰۰	۱۹۰	۱۸۱	۸۱	۴۰۵,۰۰۰,۰۰۰,۰۰۰	۲۲۰۰۰	۲۲۰	۲۱۰	۱۱۰	۵۵۰,۰۰۰,۰۰۰,۰۰۰
[redacted]	۹۶		۱۵۸		۱۷۹		۱۹۸		۸۵	۴۲۵,۰۰۰,۰۰۰,۰۰۰		۲۲۹		۱۱۴	۵۷۰,۰۰۰,۰۰۰,۰۰۰
رازی	۲۰۰		۷۶		۸۶		۹۵		۰	۰		۱۱۰			۰
[redacted]	۱۱۸		۱۲۹		۱۴۵		۱۶۱		۶۳	۳۱۵,۰۰۰,۰۰۰,۰۰۰		۱۸۶		۹۲	۴۶۰,۰۰۰,۰۰۰,۰۰۰

خرید ۵۰ خودرو جدید در ۳ سال

تغییر ۵۰ خودرو قدیمی

با قیمت خودرو ۵ میلیارد تومان

سالیانه ۲۶ میلیارد تومان هزینه خرید ماشین

استراتژی جهت بهبود وضعیت شرکت های پخش

باتوجه به اینکه هزینه نیروی انسانی بالا و همچنین جمعیت رو به پیری میباشد میتوان با انجام اقدامات ذیل وضعیت را بهبود بخشید:

فروش اینترنتی

(Merger & Acquisition) M&A

استفاده از تکنولوژی (انبار مکانیزه)

3. Patient-Centric Models

Pharma sales will shift focus from product features to patient outcomes, including support programs, adherence tools, and value-based pricing.

These campaigns go beyond generic messages, offering content that is relevant and valuable to each recipient.

it's about engaging with patients and healthcare providers in meaningful ways. This involves understanding their needs and preferences and tailoring communication strategies accordingly.

Along with this also helps redefine how pharmaceutical companies connect with their audiences.

The adoption of these technologies is essential for companies looking to make a substantial impact in the market.

This might include customized email campaigns or targeted web content, making each interaction feel more relevant and personal

Social media is a place where pharmaceutical companies can share information, talk with users, and create communities. These platforms let companies have conversations with their audience and get feedback quickly.

the use of gamified content and interactive experiences is becoming more prevalent. By incorporating game-like elements and interactive features into educational content, pharma companies can make learning about health and medications more engaging and memorable.

4. Omnichannel Strategies

Coordinated use of multiple channels (in-person, email, webinars, social media, mobile apps) to create seamless HCP engagement journeys.

Using VR and AR in marketing is a milestone in the industry's digital transformation.

Imagine taking a virtual tour pharmaceutical manufacturing facility from the comfort of your office or home.

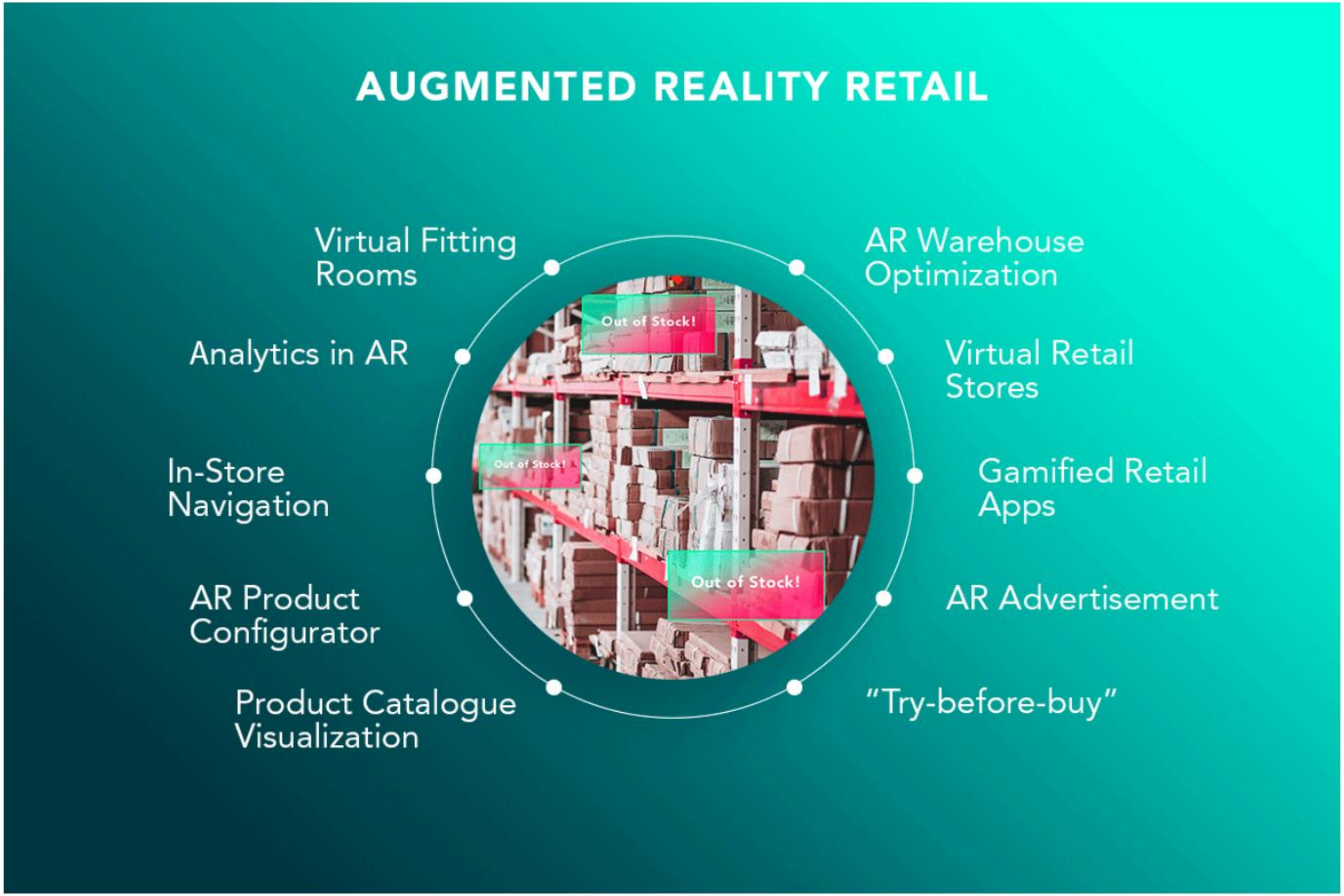
This immersive experience not only educates but also builds trust and transparency between pharmaceutical companies and their stakeholders

AR applications allow users to interact with a virtual layer of information overlaid on the real world.

In pharma marketing, this means using a smartphone or tablet to see 3D molecule models or learn how a medicine works in the body.

This interactive method improves understanding and boosts engagement

10 Applications of Augmented Reality Retail



Virtual shelf

Influencer marketing, initially met with hesitation, is now carving its path as a pivotal component in the Pharma industry. This strategy is not just about reaching a wider audience; it's about forging trust and establishing genuine connections.

Influencers have deep knowledge and trusted voices.

pharmaceutical influencer marketing is adherence to stringent regulatory standards. Companies are meticulously crafting their marketing strategies, ensuring that every message, and every collaboration, adheres to the highest standards of compliance.

5. Value-Based Selling

More pressure on pharma companies to demonstrate the real-world value and cost-effectiveness of treatments, especially to payers and health systems.

6. Increased Role of MSLs (Medical Science Liaisons)

MSLs will gain prominence over traditional reps, especially for complex therapies, as scientific dialogue becomes a key sales driver.

7. Expansion in Emerging Markets

Pharma selling will grow in Latin America, Africa, and Southeast Asia due to increasing healthcare access and investment.

8.Rise of Specialty and Biologic Drugs

Sales teams will need deeper technical knowledge as focus shifts to complex biologics, cell & gene therapies, and precision medicine.

9. Compliance and Transparency

Tighter regulations will demand more ethical promotion practices, with increased scrutiny on interactions and disclosures.

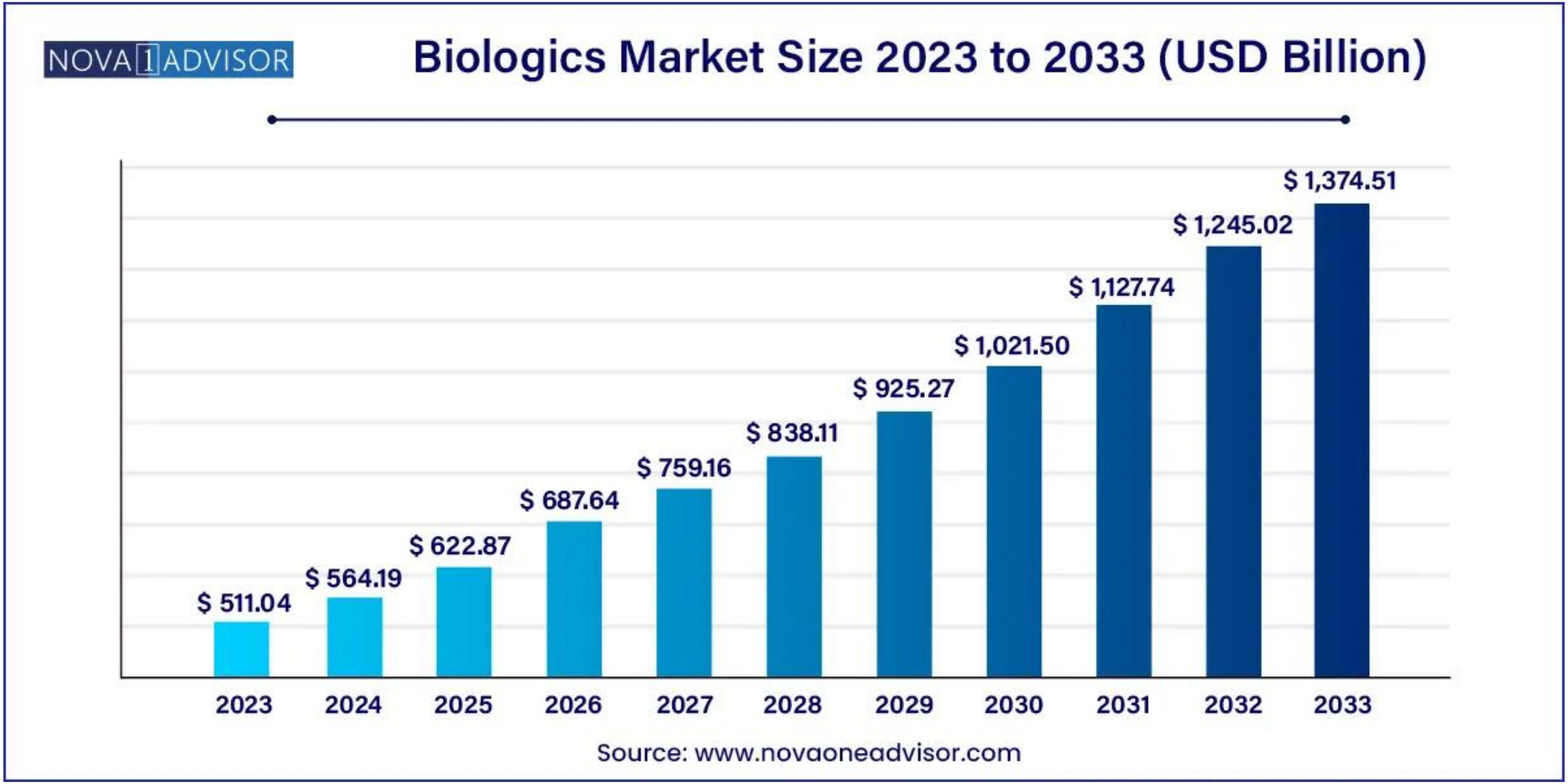
10. AI and Automation in Sales Operations

CRM automation, predictive analytics, and AI-driven coaching will streamline sales workflows

and improve productivity.

In the realm of Pharmaceutical Marketing Trends,

content is king.


NOVA 1 ADVISOR
Biologics Market Size 2023 to 2033 (USD Billion)
$ 511.04
$ 564.19
$ 622.87
$ 687.64
$ 759.16
$ 838.11
$ 925.27
$ 1,021.50
$ 1,127.74
$ 1,245.02
$ 1,374.51
2023
2024
2025
2026
2027
2028
2029
2030
2031
2032
2033
Source: www.novaoneadvisor.com

Trends in Biosimilar Pharma Selling (2025–2035)

1. Hybrid Sales Strategy

Biosimilars require a blend of generic-style pricing competitiveness and branded drug-level scientific education.

Sales teams must address prescriber skepticism, especially regarding interchangeability, efficacy, and safety.

2. Physician and Payer Education

A major focus is educating HCPs on clinical equivalence to reference biologics.

Payers are key stakeholders; sales must align with cost-savings and value-based contracting.

3. Increasing Market Acceptance

Initially slow uptake is changing — formulary inclusion and switching protocols are becoming more favorable globally . Expect automatic substitution policies in more markets, like those emerging in Europe and the U.S.

4. Complex Market Access Landscape

Sales teams must navigate biologic-specific regulations, patent cliffs, exclusivity periods, and payer restrictions.

Market access and regulatory experts will be integral to sales planning.

5. Hospital and Health System Targeting

Unlike generics sold mostly through retail chains, biosimilars are often hospital-administered, so selling is institution-focused.

Requires strong account-based selling and value demonstration at the health system level.

6. Differentiation Beyond Price

Since biosimilars can't compete purely on cost, sellers highlight:

Reliable supply

Patient support programs

Real-world evidence (RWE)

Convenience (e.g., device formats)

7. Emerging Market Growth

Biosimilar growth in India, Brazil, South Korea, and China is surging due to rising biologic demand and favorable manufacturing economics.

Sales strategy must adapt to local regulation, branding requirements, and trust-building.

8. MSLs and Key Account Managers

Sales teams will need scientifically trained Medical Science Liaisons (MSLs) and KAMs to influence adoption at multiple levels (clinicians, procurement, pharmacy committees).

9. Digital Enablement

Use of digital detailing, AI-powered customer insights, and evidence dashboards to support conversations around biosimilar adoption.

10. Public Perception and Branding

Increasingly, biosimilars are branded, and public campaigns help boost physician and patient trust.

Biosimilars combine the cost-saving value of generics with the educational, trust-building, and stakeholder complexity of specialty drugs. Selling them requires data-backed engagement, payer-savvy strategy, and cross-functional collaboration.


SCI & TECH
amazon
Prime Air
AMAZON PATENTS AIRSHIP TO
TAKE ITS INVENTORY TO THE SKIES

security along the supply chain can also benefit from a boost with a technology originating from the financial system: blockchain.

Counterfeit drugs might offer a cheaper alternative but are the cause of tens of thousands of deaths worldwide, while the fake drug trade continues to be a profitable multi-billion dollar business.

In Asia, Africa and South America, such drugs make up around 10-30% of the total medicines on sale.

Blockchain could bring a radical security measure to the drug distribution chain via a barcode record system that can be tracked from the manufacturer to the end user.

This way, medicines can be tracked in real-time by authorized parties and patients, making it much more difficult for criminal networks to operate.

In addition to a secure distribution chain, blockchain can also allow the sharing of confidential data pertaining to drug development and clinical trials. By being a simple yet secure measure, we will see pharma companies investing more and more into blockchain.

metaverse

In March 2022, CVS took steps to launch a pharmacy in the metaverse. During the same month, iMining also took steps to launch a pharmaceutical platform in metaverse virtual world Decentral

Metaverse Pharmacy

In many ways, the metaverse is similar to immersive video games.

Metaverse allows you to buy or sell goods and interact with people around you by creating a physical sensation of actually being there.

You can do everything from purchasing over-the-counter products to consulting a pharmacist from the comfort of your own space


3PL


3PL
THIRD PARTY LOGISTICS

UNEX

3PLs

McKesson has its own specialty pharmacy, Biologics, to address specialty pharmaceutical delivery and dispensing.

Cencora acquired a specialty logistics provider, World Courier, several years ago and has aligned that with clinical trial services, especially in the booming cellular and gene therapy space.

Cardinal has made recent expansions to build out its "at-Home Solutions" business to provide medical products to patients in their homes; this also includes plans to build a new 350,000 square-foot distribution center in Greenville, SC

Each of the Big 3 has a substantial patient-support business, providing hub services for prescription authorizations, reimbursement, and adherence. Finally, as noted ahead, each also has a third-party logistics (**3PL**) service to deliver drugs without taking ownership of them.

Role of 3PL Companies in the Future of Pharmaceutical Distribution

1. Cold Chain Specialization Ensuring temperature-controlled transportation and storage for sensitive products like vaccines and biologics.

2. Support for E-Commerce in Pharma Enabling last-mile delivery, localized warehousing, and integration with online pharmacy platforms.

3. Global Supply Chain Optimization Managing cross-border transport, customs clearance, and regional regulatory compliance.

4. Track & Trace Compliance Using technologies like blockchain, IoT, and serialization to meet regulatory requirements (e.g., DSCSA in the U.S.).

5. Crisis Response and Flexibility

Providing emergency logistics during pandemics, natural disasters, or geopolitical disruptions.

6. Cost and Risk Reduction

Allowing pharmaceutical companies to outsource logistics, reducing infrastructure costs and operational risks.

5 Ways 3PLs Enhance Pharmaceutical Distribution

1. Streamlining Supply Chain Operations

3PLs excel at making supply chain processes smoother and more efficient. When they handle logistics, the overall process becomes less chaotic and more reliable.

Utilizing modern technology like warehouse management systems (WMS) and transportation management systems (TMS) allows them to coordinate various aspects of storage and delivery seamlessly. This integration minimizes delays and maximizes efficiency throughout the supply chain.

The benefits of this streamlining extend to everyone involved. Manufacturers can concentrate on producing high-quality drugs, while distributors, including wholesale pharmacies, can focus on getting those products to the end-users quickly.

2. Ensuring Compliance with Regulations

The pharmaceutical industry faces strict regulations that must be adhered to at all times.

Agencies like the FDA have established guidelines to ensure safety and quality. 3PLs possess the expertise to navigate these regulations effectively.

They stay updated on the latest requirements and implement quality assurance protocols to ensure that every part of handling, storage, and transportation meets the necessary guidelines.

Whether it involves maintaining specific temperatures for sensitive products or ensuring proper documentation, these providers take care of it all.

3. Enhancing Scalability and Flexibility

Demand for pharmaceuticals can change unexpectedly. It can get influenced by seasonal trends, global health crises, or sudden market shifts.

3PLs offer scalable solutions that help companies adapt to these changes. Whether a business needs more storage space or additional transportation, 3PLs can provide the necessary resources.

Responding quickly to market demands also allows them to stay ahead without overextending their resources.

4. Improving Distribution Reach and Speed

One of the most significant upsides of working with a 3PL is the access to an expanded distribution network. These providers partner with numerous warehouses and transportation companies across the country. This network allows for a broader geographic reach and quicker delivery times.

Timely access to essential medications can make a remarkable difference for patients in remote or underserved areas.

Faster distribution also implies building trust with patients. They need to be confident that their medications will arrive when necessary. 3PLs enhance this trust by ensuring that logistics are well-managed and reliable.

5. Reducing Operational Costs

Maintaining an in-house logistics operation can be expensive and resource-intensive. When you let 3PLs handle these logistics tasks, you can focus more on the core operations instead of worrying about shipping and delivery.

3PLs consolidate shipments and optimize delivery routes, which ultimately lowers operational costs.

Significant cost reductions also come from leveraging economies of scale. 3PLs handle logistics for multiple clients while also negotiating better rates with carriers.

Top Global 3PL Providers in Pharma

1. DHL Supply Chain / DHL Global Forwarding

Specialized services under “Life Sciences & Healthcare”

Global infrastructure with over 150 health logistics hubs

Strong cold chain network and real-time tracking tools

2. UPS Healthcare / Marken

Marken handles clinical trials logistics and biologics transport

Offers door-to-door solutions with full cold chain compliance

Advanced tracking and specialized packaging systems

3. FedEx Healthcare Solutions

FedEx SenseAware for live monitoring

Services include biologics, clinical samples, and medical devices

4. AmerisourceBergen / World Courier

Specializes in time-critical and temperature-sensitive shipments

Global presence with customized cold storage and customs support

5. Kuehne + Nagel – KN PharmaChain

Robust compliance with FDA, EMA regulations

Real-time monitoring and temperature-controlled shipping

Leading 3PLs in the Middle East

1. Eco Wide Logistics (UAE)

Cold chain services, humidity-controlled warehousing, and timely delivery

2. Al Nowras (Oman)

Door-to-door pharma logistics, customs clearance, and 24/7 service

3. Tripharma Logistics (UAE)

Custom solutions for pharma clients worldwide.

4. The Net Global (Lebanon)

Experienced in time-sensitive pharma deliveries with temperature control.


SUCCESS IS A JOURNEY,
NOT A DESTINATION


thank you