Press release

DIGITAL SALES AND HEALTH SERVICES GUIDE PHARMA RETAIL GROWTH IN BRAZIL

Forum with 5,000 participantes in São Paulo analyzes the sector that already has invoiced US$ 17 billion



Sergio Mena Barreto, Abrafarma´s CEO: "The big retail chains alone register 1.1 billion consultations in 12 months, as if each Brazilian entered a pharmacy at least five times a year",
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The most important pharmacy chains in Brazil already have invoiced more than US$ 17 billion driven by digital sales and health clinic operation. This result refers to the last 12 months until July 2023 and represents 13% growth over the same previous period. One of the most successful pharma retail markets in the world will be in the heart of debates of **Abrafarma Future Trends**, a forum that will happen in São Paulo on September 12th and 13th.

The 10th edition of the congress will take place at Expo Transamérica (São Paulo-SP) and is the main meeting dedicated to the pharma sector in Latin America. The forum will receive over 5,000 professionals and decision makers from retail, industry and wholesale companies and associations, including the CEOs of the 30 largest pharmacy brands in the country.

“This edition helps highlight the strategic role that pharmacies have assumed in the health ecosystem. The big retail chains alone register 1.1 billion consultations in 12 months, as if each Brazilian entered a pharmacy at least five times a year”, emphasizes Sergio Mena Barreto, Abrafarma´s CEO.

The new level of the large pharmaceutical retailer is even more notorious with the increase of online sales, whose invoice increased fourfold in the last 4 years and moved almost US$ 1 billion. This result also stimulates the job market. More than 10,900 professionals were hired in the last year and 21% of which were pharmacists

Forum attracts industries and International guests

Abrafarma Future Trends revolves around the impacts of technology and the pharma retail positioning as a hub for health assistance. These chances attract a record number of exhibitors at the congress. There will be 58 industries, representing manufacturers of medicines, personal care products, beauty and service providers

Abrafarma also wait senior executives and leaders of pharmaceutical retail from Argentina, Colombia, Costa Rica, Paraguay and Peru, in addition to a delegation from Mexico, which seeks to assimilate and replicate business models of Brazilian chains

A new era with laboratory tests in pharmacies

One of the key issues concerns the new frontier of clinical services, which should increase after the new resolution that regulates laboratory tests in pharmaceutical establishments. “We will even bring an international specialist directly from South Africa, to highlight the potential of these services. It is a region where the public health system is under pressure similar to that of Brazil and where pharmacies have been gaining relevance as primary care points”, adds Sergio Mena Barreto

AI and ChatGPT impacts

A programação do **Abrafarma Future Trends**, que abrange 51 sessões, também é pautada pelas novas tecnologias. Entre os palestrantes convidados está Arthur Igreja, que refletirá sobre as implicações da inteligência artificial e de recursos como a ChatGPT na jornada de consumo. Temas como Inteligência Artificial (IA), Transformação Digital, Cultura e Liderança e Tendências em saúde também estão na agenda.

The forum has 51 sessions and will also be guided by new technologies. One of the guest speakers is Arthur Igreja, one of the most opinion leaders about this area in Brazil. He will reflect how artificial intelligence and resources such as ChatGPT

influence the consumer journey. Topics such as Artificial Intelligence (AI), Digital Transformation, Culture and Leadership and Health Trends are also on the agenda

About Abrafarma

Abrafarma was founded in 1991 and brings together the 30 largest pharmacy chains in the country, which have more than 10,000 establishments in all Brazilian states and the Federal District. Associated networks represent around 53% of drug dispensations in the country. The association aims to improve affiliated companies, preserve the institutional image, relationships with public entities, government and suppliers, in addition to legal support and market research for the improvement of activities.

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S c r i t t a
Contact: Leandro Luize / Paulo Piratininga
Phone number: 55 11 99176-5322
E-mail: leandro@scritta.com.br / piratininga@scritta.com.br
www.scritta.com.br
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