



Sanofi in Consumer Health

May 2023

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STATE OF PLAY

Sanofi ranks fourth in global consumer health

Sanofi's global footprint

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Disposal of non-core brands negatively affect Sanofi's sales

COMPETITIVE POSITIONING

New leadership to add fresh perspectives on transformation and break the bottleneck

Largest competitive overlaps come from rivals in the US OTC market

Key categories and markets

Doliprane and Dorflex are leading brands in France and Brazil

EXPOSURE TO FUTURE GROWTH

Latin America to drive future growth of Sanofi

Sanofi seeks opportunities in China through local partnerships

ANALGESICS

Sanofi witnessed its fastest growth in Latin America, owing to surging analgesics demand

Sanofi launches new analgesic formats to consolidate local market position

COUGH, COLD AND ALLERGY (HAY FEVER) REMEDIES (CCA)

The Middle East and Africa and Latin America saw strong growth over 2019-2022

Allegra and Alesion saw recovery as outdoor activities revived in Japan

KEY FINDINGS

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Projected company sales: FAQs

Projected company sales: FAQs

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