

<p>Informazione Regolamentata n. 20106-35-2025</p>	<p>Data/Ora Inizio Diffusione 4 Agosto 2025 18:05:44</p>	<p>Euronext Star Milan</p>
--	--	----------------------------

Societa' : PHARMANUTRA

Identificativo Informazione Regolamentata : 208857

Utenza - referente : PHARMANUTRAN01 - Sarti Francesco

Tipologia : REGEM

Data/Ora Ricezione : 4 Agosto 2025 18:05:44

Data/Ora Inizio Diffusione : 4 Agosto 2025 18:05:44

Oggetto : PR PHARMANUTRA SPA - Sidevit B12 sales

*Testo del comunicato*

Vedi allegato



## PHARMANUTRA S.P.A.: GREAT MARKET RESPONSE FOR “SIDEVIT® B12” JUST SIX MONTHS AFTER ITS LAUNCH IN ITALY

### IN THE FIRST HALF OF 2025, IT RANKED AMONG THE LEADING VITAMIN B12 SUPPLEMENTS ON THE ITALIAN MARKET

***A record-breaking debut for Sidevit® B12, which exceeded one million in sales in the first six months of 2025, further demonstrating the great effectiveness of Sucrosomial® Technology, applied for the first time to vitamins.***

Pisa, 4 August 2025 – [PharmaNutra S.p.A.](#) (MTA; Ticker PHN), a company specialised in mineral-based nutritional supplements and medical devices for muscles and joints, announces outstanding sales results for Sidevit® B12, a supplement containing Sucrosomial® vitamin B12 and folic acid launched on the market in November 2024 in all the best pharmacies and parapharmacies in Italy, as well as in the main online stores.

A few months after its launch, Sidevit® B12 represents the best launch in the Group's history, positioning itself - from the beginning of the year to June - among the leading Vitamin B supplements on the market, both in terms of sales volumes and market share. The Italian Vitamin B market in 2024 generated sales<sup>1</sup> of 8.1 million units, worth €130.5 million (including drugs and parapharmaceuticals).

According to *Pharma Data Factory – Pharmacy Channel*, from the beginning of the year to 30 June 2025, in the Vitamin B supplement sector alone, Sidevit® B12 ranks 8th in terms of sales value, with a market share of 2.18%, and 12th in terms of units sold. Considering June 2025 alone, Sidevit® B12 ranks 5th in terms of value, with a market share of 3.52%, and 5th in terms of units sold. Considering only the Vitamin B12 market, Sidevit® B12 ranked 5th in terms of sales value and 6th in terms of volume in the period January-June 2025. It is worth noting that it ranked 3rd in June, both in terms of value and volumes.

Sales trends have seen a steady increase in units sold monthly, exceeding 12,000 units sold in June. Turnover generated in the first six months of 2025 amounted to approximately €1.1 million, with prospects for further growth.

**Andrea Lacorte, President of PharmaNutra S.p.A., states:** *“We are very satisfied with the initial, exceptional sales figures for our Sidevit® B12. This result is not entirely unexpected, given that we are fully aware of the*

<sup>1</sup> Source: Pharma Data Factory – Pharmacy Channel

#### PharmaNutra S.p.A.

Via Campodavola, 1 - 56122 Pisa | +39 050 7846500  
 pharmanutragroup.com | pharmanutra.it | info@pharmanutra.it | pharmanutra@pec.it  
 C.F. / P.Iva / Reg. Impr. 01679440501 - Codice SDI SUBM70N | Cap.Soc. € 1.123.097,70 I.V. | REA 146259





*potential and effectiveness of our Sucrosomial® Technology, but the fact that this is Pharmanutra's best product launch ever testify its value. The surprise, eventually, concerns the haematological results we are detecting from medical studies and professionals who are using it, which exceed even our most optimistic expectations, despite starting from clearly very interesting clinical and preclinical data. Sidevit® B12 is an extremely effective product and will be even more so, because we have intensified clinical studies on the product and because Sucrosomial® Technology itself will improve further in the coming years, resulting in even more effective and, above all, unique products”.*

Sidevit® B12 is a practical supplement in orodispersible sachets, which provides a supply of vitamin B12, essential for numerous metabolic processes, contributing to the normal formation of red blood cells, energy production, normal functioning of the nervous system and reduction of fatigue.

Together with Sidevit® D3, based on Sucrosomial Vitamin D3, Sidevit® B12 is part of the new Sidevit® line of supplements, to which Pharmanutra has applied its Sucrosomial® Technology for the first time. The result is to ensure high bioavailability, restore the correct levels of vitamins in the body through maximum absorption and remarkable gastrointestinal tolerability.

#### **Pharmanutra S.p.A.**

*Founded in 2003 in Pisa by Andrea and Roberto Lacorte, Pharmanutra is the holding company of an international Group engaged in the research, development, and commercialization of nutritional supplements, medical devices, and patented raw materials. A leader in iron-based supplements through its Sucrosomial® Technology (SiderAL® and Apportal®), and an emerging player in medical devices for mobility (Cetilar®), the Group internally manages the entire value chain and holds a solid portfolio of patents, brands, and clinical evidence.*

*Pharmanutra operates in over 80 countries, with subsidiaries in the USA and Spain, and also includes Akern S.r.l. (bioimpedance analysis) and Athletica Cetilar S.r.l. (sports medicine).*

[PharmanutraGroup.com](http://PharmanutraGroup.com)

[Pharmanutra.it](http://Pharmanutra.it)

*For further information:*

#### **PharmaNutra S.p.A.**

Via Campodavella 1 - 56122 Pisa

Tel. +39 050 7846500

[investorrelation@pharmanutra.it](mailto:investorrelation@pharmanutra.it)

Internal Press Office

[press@calabughi.com](mailto:press@calabughi.com)

#### **Press Office - Spriano Communication & Partners**

Via Santa Radegonda, 16 - 20121 Milan

Tel. +39 02 83635708

Matteo Russo

[mrusso@sprianocommunication.com](mailto:mrusso@sprianocommunication.com)

Cristina Tronconi

[ctronconi@sprianocommunication.com](mailto:ctronconi@sprianocommunication.com)

#### **Pharmanutra S.p.A.**

Via Campodavella, 1 - 56122 Pisa | +39 050 7846500

[pharmanutragroup.com](http://pharmanutragroup.com) | [pharmanutra.it](http://pharmanutra.it) | [info@pharmanutra.it](mailto:info@pharmanutra.it) | [pharmanutra@pec.it](mailto:pharmanutra@pec.it)

C.F. / P.Iva / Reg. Impr. 01679440501 - Codice SDI SUBM70N | Cap.Soc. € 1.123.097,70 I.V. | REA 146259



Fine Comunicato n.20106-35-2025

Numero di Pagine: 4