

Resumen mayo 2025

Indicadores ventas mayo

VENTA TOTAL

63.583€

-0,88%

vs la red: 69,99%

RED

90.840€

+7,51%

VENTA LIBRE

16.591€

-7,57%

vs la red: 65,81%

RED

25.211€

+6,73%

VENTA RECETA

46.992€

+1,72%

vs la red: 71,60%

RED

65.629€

+7,81%

ESPECIALIDAD

44.079€

+0,33%

vs la red: 66,18%

RED

66.605€

+7,98%

PARAFARMACIA

15.971€

-1,07%

vs la red: 80,05%

RED

19.952€

+6,66%

MEDICAMENTOS PUBLICITARIOS

3.533€

-13,20%

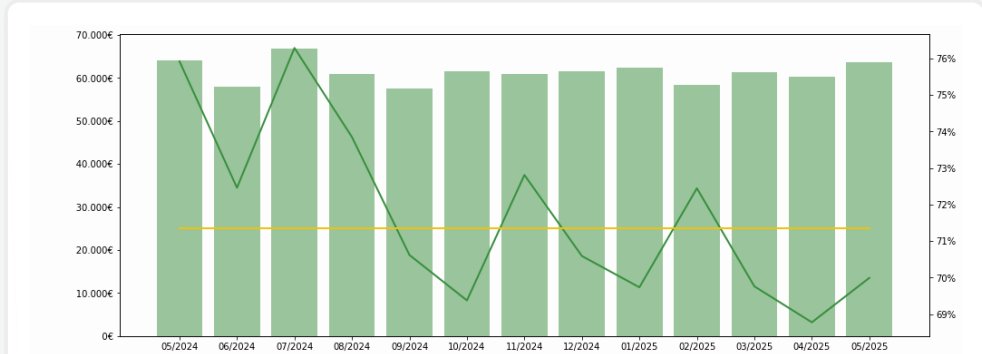
vs la red: 82,48%

RED

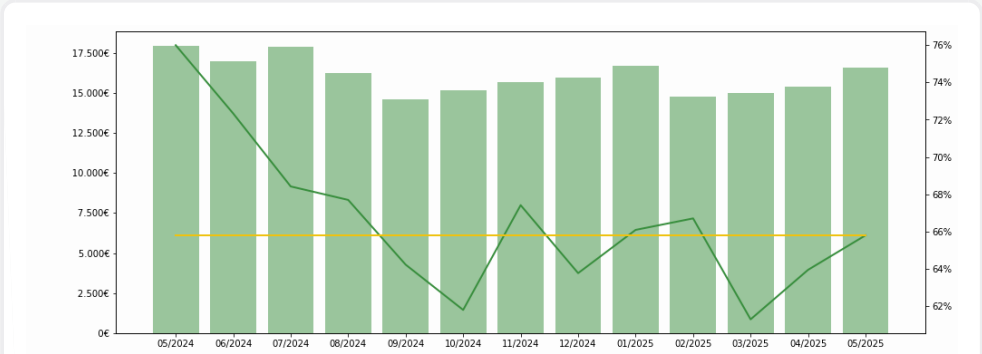
4.284€

+4,33%

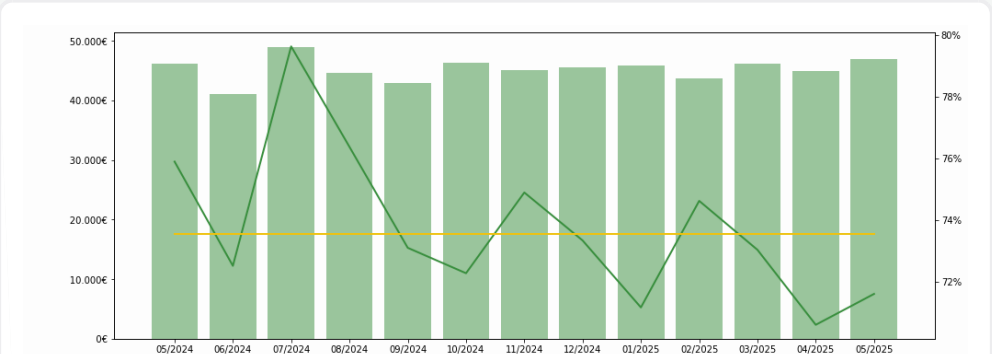
Evolución ventas total últ. 12 meses



Evolución ventas libre últ. 12 meses



Evolución ventas receta últ. 12 meses



Evolución ventas

|                            | MAYO<br>Mi farmacia | MAYO<br>Red    | Año en curso<br>Mi farmacia | Año en curso<br>Red | Últimos 12 meses<br>Mi farmacia | Últimos 12 meses<br>Red |
|----------------------------|---------------------|----------------|-----------------------------|---------------------|---------------------------------|-------------------------|
| Venta total                | 63.583€ -0,88%      | 90.840€ +7,51% | 306.033€ +0,20%             | 436.545€ +6,98%     | 732.976€ +1,37%                 | 1.027.239€ +8,06%       |
| Venta receta               | 46.992€ +1,72%      | 65.629€ +7,81% | 227.557€ +1,42%             | 315.367€ +7,58%     | 541.972€ +0,18%                 | 736.895€ +8,49%         |
| Venta libre                | 16.591€ -7,57%      | 25.211€ +6,73% | 78.475€ -3,16%              | 121.178€ +5,46%     | 191.004€ +4,92%                 | 290.344€ +6,98%         |
| Especialidad               | 44.079€ +0,33%      | 66.605€ +7,98% | 211.069€ -1,52%             | 319.817€ +7,40%     | 502.079€ -0,16%                 | 748.510€ +8,29%         |
| Parafarmacia               | 15.971€ -1,07%      | 19.952€ +6,66% | 75.688€ +5,65%              | 93.585€ +6,10%      | 183.973€ +4,91%                 | 224.738€ +7,55%         |
| Medicamentos publicitarios | 3.533€ -13,20%      | 4.284€ +4,33%  | 19.275€ -0,93%              | 22.866€ +4,94%      | 46.923€ +4,70%                  | 54.002€ +7,09%          |

Análisis precio óptimo (recorrido en € hasta precio óptimo)

EN PRECIO ÓPTIMO

956 Referencias

73,14%

1.209,12€

POR DEBAJO PRECIO ÓPTIMO

198 Referencias

15,15%

2.824,11€

POR ENCIMA PRECIO ÓPTIMO

153 Referencias

11,71%

-1.570,48€

Resumen mayo 2025

Indicadores tickets mayo

TICKET MEDIO VENTA TOTAL

27,76€ +3,16%

vs la red: 83,76%

RED

33,14€ +5,93%

TICKET MEDIO VENTA LIBRE

14,45€ -1,68%

vs la red: 77,12%

RED

18,73€ +6,98%

TICKET MEDIO VENTA RECETA

32,78€ +5,49%

vs la red: 83,98%

RED

39,03€ +4,42%

Nº. DE TICKETS

2.274 -4,53%

vs la red: 81,74%

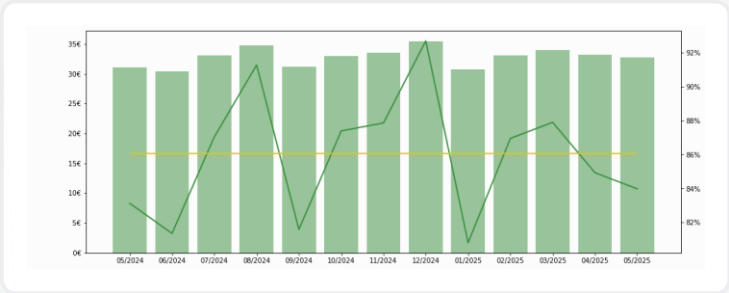
RED

2.782 1,99%

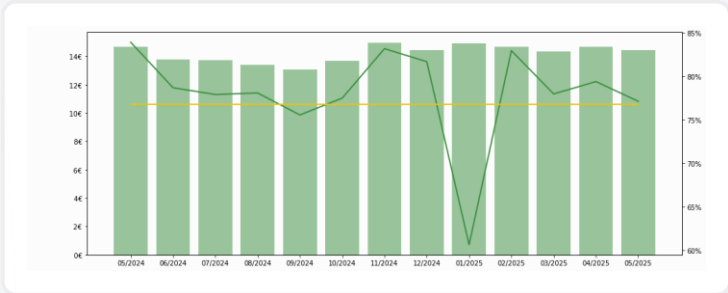
Evolución ticket medio total últ. 12 meses



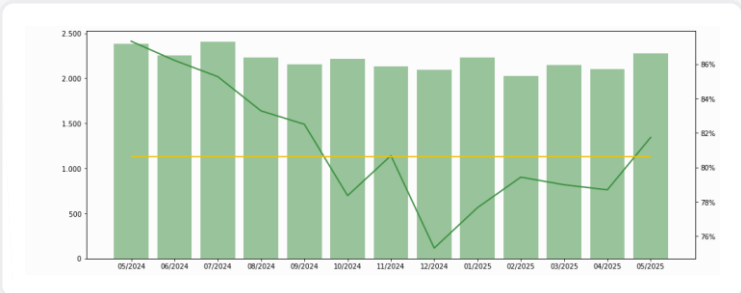
Evolución ticket receta últ. 12 meses



Evolución ticket libre últ. 12 meses



Evolución nº. tickets últ. 12 meses



Evolución ticket

|                     | MAYO                       |  | MAYO                       |  | Año en curso               |  | Año en curso                |  | Últimos 12 meses           |  | Últimos 12 meses            |  |
|---------------------|----------------------------|--|----------------------------|--|----------------------------|--|-----------------------------|--|----------------------------|--|-----------------------------|--|
|                     | Mi farmacia                |  | Red                        |  | Mi farmacia                |  | Red                         |  | Mi farmacia                |  | Red                         |  |
| Ticket Venta total  | 27,76€ <span>+3,16%</span> |  | 33,14€ <span>+5,93%</span> |  | 28,37€ <span>+3,96%</span> |  | 33,17€ <span>+22,57%</span> |  | 27,86€ <span>+3,38%</span> |  | 32,14€ <span>+6,25%</span>  |  |
| Ticket Venta receta | 32,78€ <span>+5,49%</span> |  | 39,03€ <span>+4,42%</span> |  | 32,73€ <span>+0,81%</span> |  | 38,67€ <span>+2,93%</span>  |  | 32,90€ <span>+2,97%</span> |  | 38,22€ <span>+3,55%</span>  |  |
| Ticket Venta libre  | 14,45€ <span>-1,68%</span> |  | 18,73€ <span>+6,98%</span> |  | 14,61€ <span>+4,76%</span> |  | 19,72€ <span>+13,92%</span> |  | 14,16€ <span>+5,80%</span> |  | 18,44€ <span>+10,91%</span> |  |
| Ticket mixto        | 46,30€ <span>-2,75%</span> |  | 58,14€ <span>+7,07%</span> |  | 49,30€ <span>+7,28%</span> |  | 56,56€ <span>+3,54%</span>  |  | 46,93€ <span>+0,15%</span> |  | 55,87€ <span>+4,90%</span>  |  |

Top 5 Laboratorios venta total

|                                                                                                                                           | Mi farmacia                    |  | Red                          |
|-------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------|--|------------------------------|
| <div> STADA, S.L.</div>                              | 9.572,10€ <span>-15,85%</span> |  | 1.312,5€ <span>-4,85%</span> |
| <div> NOVO NORDISK PHARMA, S.A.</div>                | 5.210,65€ <span>+24,84%</span> |  | 3.154,0€ <span>35,43%</span> |
| <div> CANTABRIA LABS ( IFC )</div>                   | 2.353,55€ <span>-4,47%</span>  |  | 589,4€ <span>22,71%</span>   |
| <div> GLAXOSMITHKLINE, S.A.</div>                    | 1.696,98€ <span>+60,35%</span> |  | 1.470,8€ <span>-1,02%</span> |
| <div> BOEHRINGER INGELHEIM ESPAÑA S.A. (BIESA)</div> | 1.644,84€ <span>+46,21%</span> |  | 3.370,9€ <span>13,44%</span> |

Resumen mayo 2025

Valoración stock

|                   |                    |                   |
|-------------------|--------------------|-------------------|
| VALOR DEL STOCK   | VALOR STOCK MUERTO | VALOR MAULAS      |
| 46.196,93€ +0,65% | 899,76€ +9,57%     | 161,75€ +0,64%    |
| vs la red: 48,30% | vs la red: 5,08%   | vs la red: 13,46% |
| RED               | % VS STOCK TOTAL   | % VS STOCK TOTAL  |
| 95.642,00€ +2,73% | 1,95% 18,52%       | 0,35% 1,26%       |

|                            | Valor del stock<br>Mi farmacia | Valor del stock<br>Red | Valor stock muerto<br>Mi farmacia | Valor stock muerto<br>Red | Valor maulas<br>Mi farmacia | Valor maulas<br>Red |
|----------------------------|--------------------------------|------------------------|-----------------------------------|---------------------------|-----------------------------|---------------------|
| ESPECIALIDAD               | 18.973,88€ +3,34%              | 33.432,43€ +2,31%      | 376,31€ -5,90%                    | 2.790,21€ -0,47%          | 11,51€ -38,91%              | 44,40€ +19,22%      |
| MEDICAMENTOS PUBLICITARIOS | 4.581,47€ +2,76%               | 7.508,96€ -0,49%       | 6,07€ N/D                         | 236,63€ -0,80%            | N/D N/D                     | 25,95€ -5,30%       |
| PARAFARMACIA               | 22.641,58€ -1,89%              | 54.700,62€ -1,40%      | 517,38€ +22,82%                   | 14.690,58€ -0,70%         | 150,24€ +5,89%              | 1.131,26€ -0,99%    |

Uds. stock

|                   |                     |                   |                  |
|-------------------|---------------------|-------------------|------------------|
| UNIDADES DE STOCK | DIAS DE STOCK MEDIO | UDS. STOCK MUERTO | UDS. MAULAS      |
| 5.495 +3,91%      | 41 +0,24%           | 114 +20,00%       | 12 0,00%         |
| vs la red: 38,31% | vs la red: 49,60%   | vs la red: 3,57%  | vs la red: 1,70% |
| RED               | RED                 | % vs stock total  | % vs stock total |
| 14.345 +2,61%     | 83 -0,58%           | 2,07% 22,23%      | 0,22% 4,91%      |

|                            | Existencias<br>Mi farmacia | Existencias<br>Red | Días de stock<br>Mi farmacia | Días de stock<br>Red | Uds. stock muerto<br>Mi farmacia | Uds. stock muerto<br>Red | Uds. maulas<br>Mi farmacia | Uds. maulas<br>Red |
|----------------------------|----------------------------|--------------------|------------------------------|----------------------|----------------------------------|--------------------------|----------------------------|--------------------|
| ESPECIALIDAD               | 2.028 +7,53%               | 4.327 +1,86%       | 22 +1,83%                    | 33 +1,46%            | 49 +4,26%                        | 275 -0,44%               | 2 +100,00%                 | 23 +22,87%         |
| MEDICAMENTOS PUBLICITARIOS | 650 +0,78%                 | 1.315 -1,20%       | 51 +1,97%                    | 98 -0,92%            | 1 N/D                            | 43 -2,20%                | N/D N/D                    | 13 -5,75%          |
| PARAFARMACIA               | 2.817 +2,18%               | 8.704 -1,01%       | 95 +2,03%                    | 307 -1,72%           | 64 +33,33%                       | 2.871 -2,27%             | 10 -9,09%                  | 668 -1,93%         |