



Press Release

STADA acquires significant Consumer Healthcare portfolio from Orifarm for further growth acceleration

- STADA acquires 16 attractive and long-established VMS products from Orifarm including the Nycoplus, Apovit and Vitrum brands
- STADA strengthens its leading positions in the Nordics, Belgium and Poland, being already a leading Consumer Healthcare company in Europe
- STADA CEO Peter Goldschmidt: "On top of our continued organic growth, the impressive Orifarm portfolio will further support our strong growth journey. STADA has built an industry platform which will make us a leading acquirer of additional companies in the future."

Bad Vilbel, Germany/Odense, Denmark – 24 June 2026 –STADA is further strengthening its Consumer Healthcare offering through European pharmacies by acquiring 16 attractive vitamins, minerals and supplements (VMS) brands from Orifarm. The deal marks the first transaction conducted under STADA's new majority ownership by private-equity investor CapVest.

The acquired brands, among many others, include: the market-leading¹ Nycoplus pharmacy VMS line in Norway; the market-leading¹ Apovit VMS range in Danish pharmacies; popular MagneCaps magnesium-based supplements in Belgium; and the broad Vitrum VMS brand in Poland.

¹ Data on file

Executive Board: Peter Goldschmidt (CEO) / Miguel Pagan Fernandez / Boris Döbler
Chairman of the Supervisory Board: Dr. Günter von Au



“On top of our continued organic growth, the impressive Orifarm portfolio will further support our strong growth journey,” stated STADA CEO Peter Goldschmidt. “STADA has built an industry platform which will make us a leading acquirer of additional companies in the future.”

“We intend to invest further behind the strong heritage and consumer appeal of these leading brands, such as through adding innovative line extensions, to accelerate their current growth trajectory,” Goldschmidt expanded. “We will realise synergies with our existing Consumer Healthcare portfolios to the benefit of both consumers and pharmacists.”

The acquisition fits closely with STADA’s Consumer Healthcare strategy of focusing on local hero brands that hold leading positions in national or regional markets. STADA intends to increase the brands’ consumer appeal through all relevant retail channels, including online pharmacies. The transaction includes a small number of current Orifarm employees who will be welcomed and integrated into STADA’s international Consumer Healthcare team.

Orifarm is divesting the VMS portfolio in order to focus on pharmaceuticals through parallel traded medicine, niche generics, promotional prescription medicine, and over-the-counter medicine. The agreement with STADA supports the family-owned company’s long-term strategic direction and focus on affordable medicine.

“The VMS portfolio holds strong brands trusted by consumers across Europe, but it sits outside Orifarm’s long-term strategic focus: pharmaceuticals. Divesting our VMS business allows us to focus on securing access to affordable medicine across Europe – our core capability and where we can make the biggest difference for our customers,” says Mads Fink Eriksen, CEO, Orifarm.

“Orifarm remains committed to the Consumer Healthcare category and our leading over-the-counter brands. We are confident that STADA is well positioned to realize the full potential of this VMS portfolio and welcome our talented colleagues.”

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In the Nordics region, STADA is well positioned to drive growth of the acquired portfolio through dedicated focus and support. In Norway, the market-leading Nycoplus range of more than 70 supplement presentations or stock-keeping units (SKUs) is complemented by Nycodent oral-health mouth rinses, tablets and lozenges, as well as Nycopro digestive-health supplements. In Denmark, the broad range of 90+ Apovit vitamins, minerals and supplement products leads the market, and also generates sales in Finland, Estonia and Lithuania.

Acquiring these leading VMS brands in the Nordics comes shortly after STADA strengthened its consumer healthcare presence in the region through the acquisition of rights to the leading Locobase skincare brand in Denmark, Sweden, Norway, Finland and Iceland.² The Locobase range of 17 dermatology products complements STADA Nordics' existing portfolio of local hero brands in skin and scalp care that includes: Ceriald creams and lotions, Dermalog lipid-based moisturisers; the Flexitol foot and heel care line; Hedrin head-lice treatments; and Nizoral anti-dandruff products.

In Belgium, the MagneCaps magnesium-based supplements hold a top-three market position. STADA's Belgian consumer healthcare presence is also being bolstered by acquiring Glucadol joint supplements, the Quatral immune-support line, and MousitMug mosquito-protection sprays, sticks and solutions. Furthermore, STADA is adding the PrunasinPhyto digestive syrup, Viacys hair and nails supplements, and Herbesan herbal teas to its pharmacy portfolio in Belgium.

The broad Vitrum hero range of supplements in Poland is complemented by the acquisition also of the Sanostol syrup multivitamin for adults and the Multi-Sanostol variant for children, plus the Arthron line of joint supplements. Sanostol products are also marketed in Austria, Bulgaria and Czechia, while STADA is also acquiring from Orifarm the Basunguent ointment-base cosmetic in Austria.

² [STADA strengthens as a leader in consumer healthcare | STADA](#)

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The transaction is subject to regulatory clearances and customary closing conditions.

About The STADA Group

The STADA Group is headquartered in Bad Vilbel, Germany. The group focuses on a three-pillar strategy consisting of consumer healthcare products, generics and specialty pharma. Worldwide, STADA sells its products in over 100 countries. In financial year 2025, STADA achieved group sales of € 4,296 million and adjusted constant-currency earnings before interest, taxes, depreciation and amortization (adj. cc EBITDA) of € 961 million. As of 31 December 2025, STADA employed 11,670 people worldwide.

About Orifarm

Orifarm is a European leader in affordable medicines, driven by our purpose: to create as healthy a day as possible for as many people as possible. Through innovative medicines, complex generics and trusted over-the-counter brands, Orifarm provides access to high-quality, affordable healthcare solutions addressing multiple therapeutic needs. Headquartered in Denmark and family-owned, Orifarm's heritage dates back more than 30 years. Today, more than 2,300 employees work together to create value for patients, pharmacies, wholesalers, and hospitals. Learn how at www.orifarm.com

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