



The Global Use of Medicines 2025: Outlook to 2029



Global Webinar



August 27, 2025

Today's panelists



Mark Omoto
GM, Thought Leadership
and Marketing, Canada



Luke Greenwalt
VP, Thought Leadership and
Innovation, U.S.



Sydney Clark
VP, Consulting Services,
Latin America



Sarah Rickwood
VP, Thought Leadership,
EMEA



Howard Chen
Head of Services,
MC& PI, China



Alan Thomas
Senior Director,
Thought Leadership,
Japan

Moderator:
Murray Aitken
Executive Director, IQVIA Institute

Research Highlights:
Michael Kleinrock
Research Director, IQVIA Institute

Research Highlights



Global medicines market: outlook to 2029

Growth outlook continues to increase



- Growth outlook unchanged at 5-8% CAGR, reaching \$2.4Tn by 2029, driven by immunology and oncology despite both slowing later in the forecast, and endocrinology, especially diabetes and obesity

Medicine use rising in LATAM and Asia



- Medicine use in Latin America and Asia, including China, will grow faster than other regions over the next five years

Medicine use overall continues to increase



- Global use of medicines grew by 14% over the past five years but an increase of only 4% is expected through 2029, bringing annual use to 3.7 trillion defined daily doses and reflecting slowing growth across developed and developing economies.

Global spending is increasing



- Global spending on medicine using list prices grew by 38% over the past five years and is forecast to increase by 35% through 2029

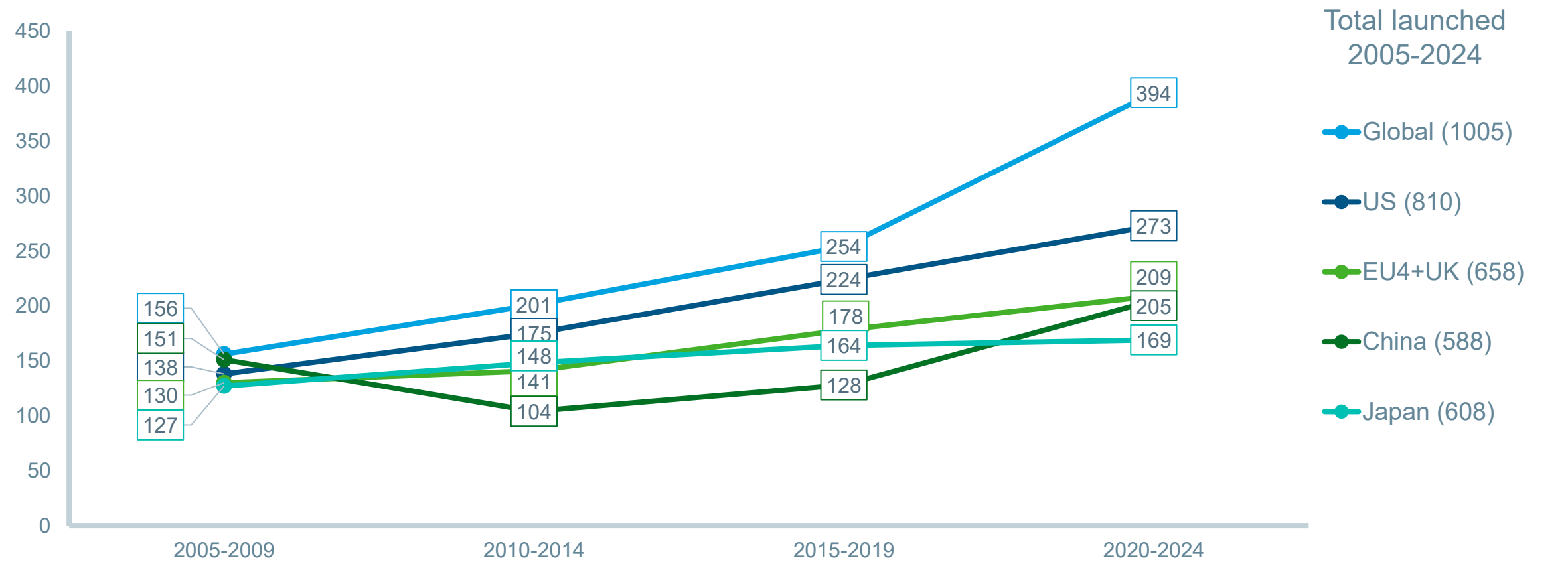
Outlook for U.S. market is higher



- The updated outlook for the U.S. market, using estimated net prices, is being raised by 1 percentage points to 3-6% CAGR through 2029, reflecting higher recent growth and expected further increased patient use of higher value therapies

A total of 394 novel active substances have launched globally in the past 5 years, with fewer launched in various regions

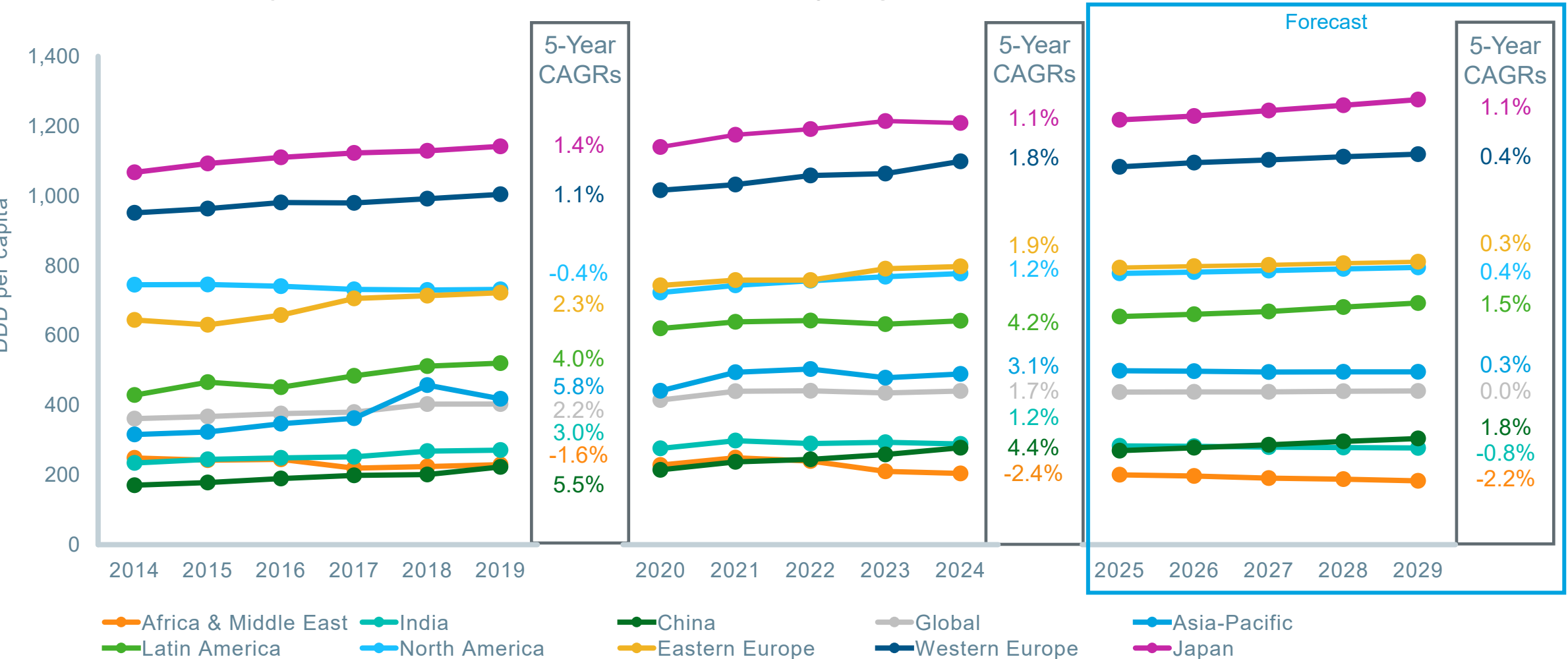
Number of novel active substances (NAS) launched globally and in selected countries, 2005–2024



Source: IQVIA Institute, May 2025.

Per capita medicine use varies by region, with Japan and Western Europe having more than double the use of most other regions

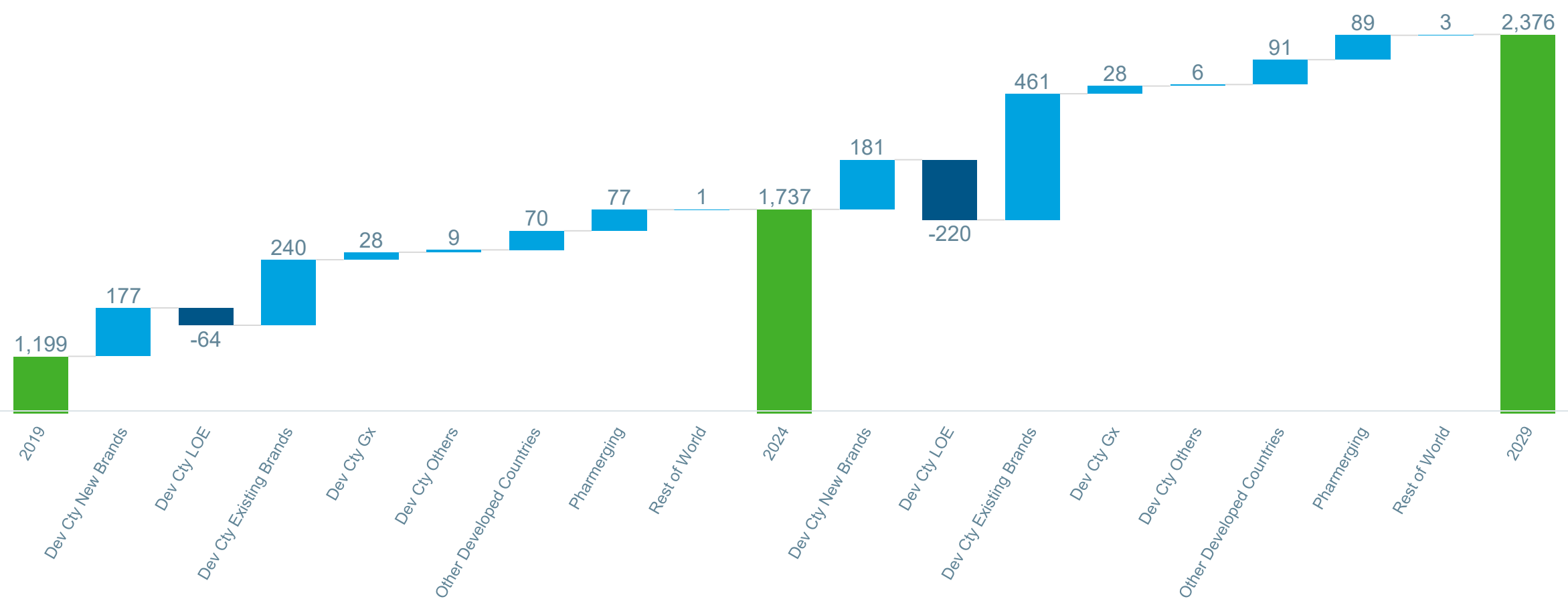
Historical and projected per capita use of medicine by region, 2014–2029



Source: The World Bank, Dec 2024; IQVIA Institute, Jun 2025.

Global growth will continue to be driven by new and existing brands in leading developed countries

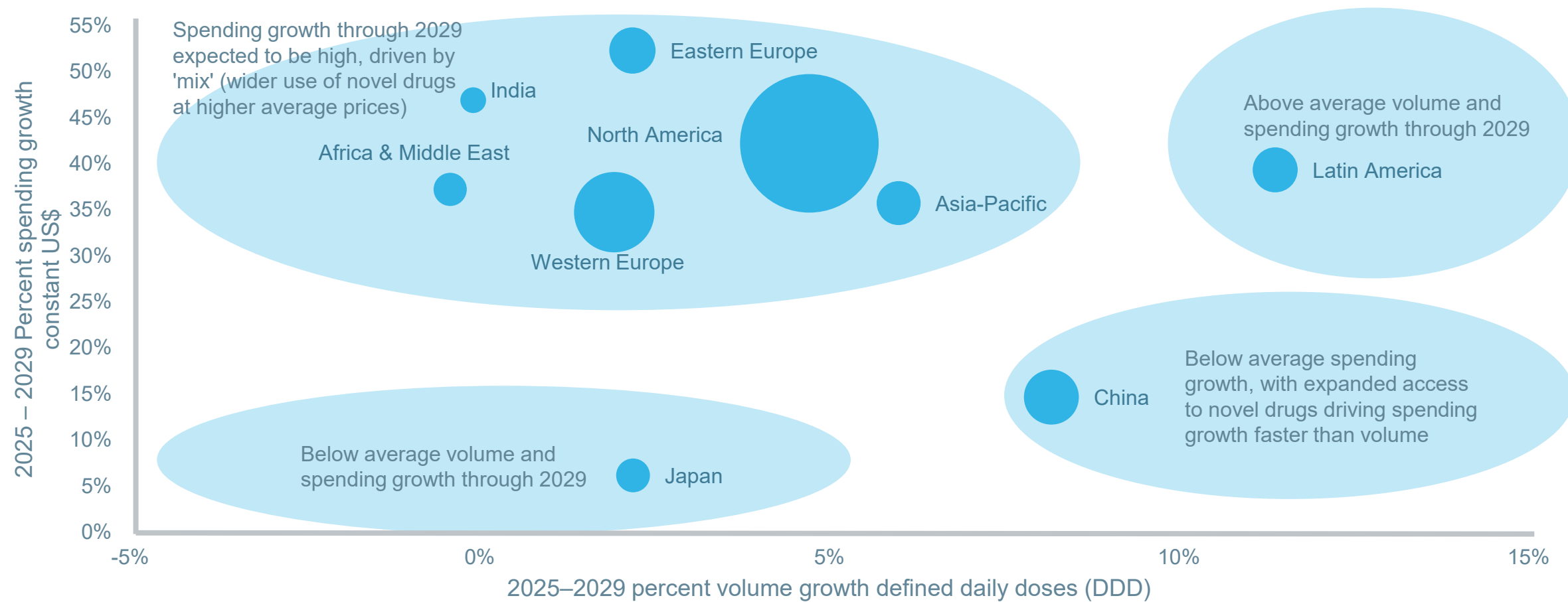
Global Spending and Growth, Const \$US Billion 2019-2029, Excluding COVID Vaccines and Therapeutics



Source: IQVIA Market Prognosis, May 2025; IQVIA Institute, May 2025.
The Global Use of Medicines 2025: Outlook to 2029. Report by the IQVIA Institute for Human Data Science.

Spending and volume growth are following diverging trends by region

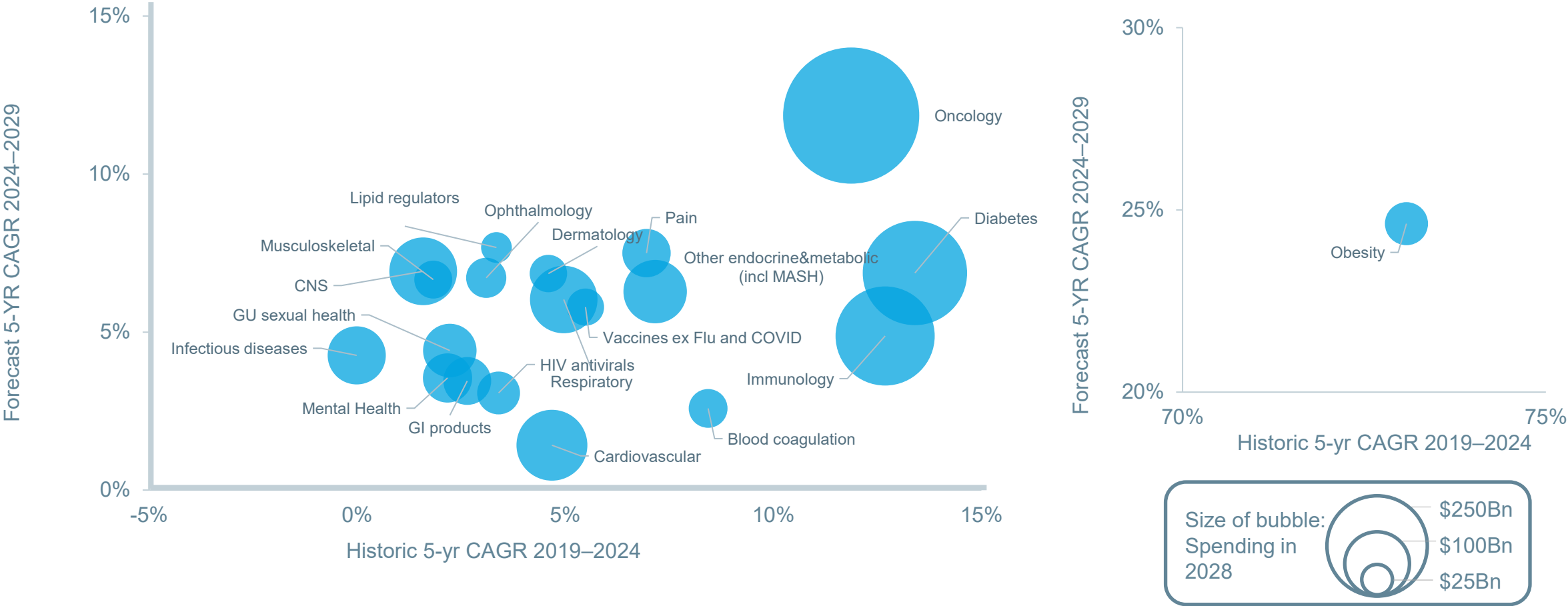
Spending and volume growth by region



Source: IQVIA Market Prognosis, May 2025; IQVIA Institute, May 2025.

Oncology and obesity to lead growth through 2029 while immunology and diabetes growth to slow

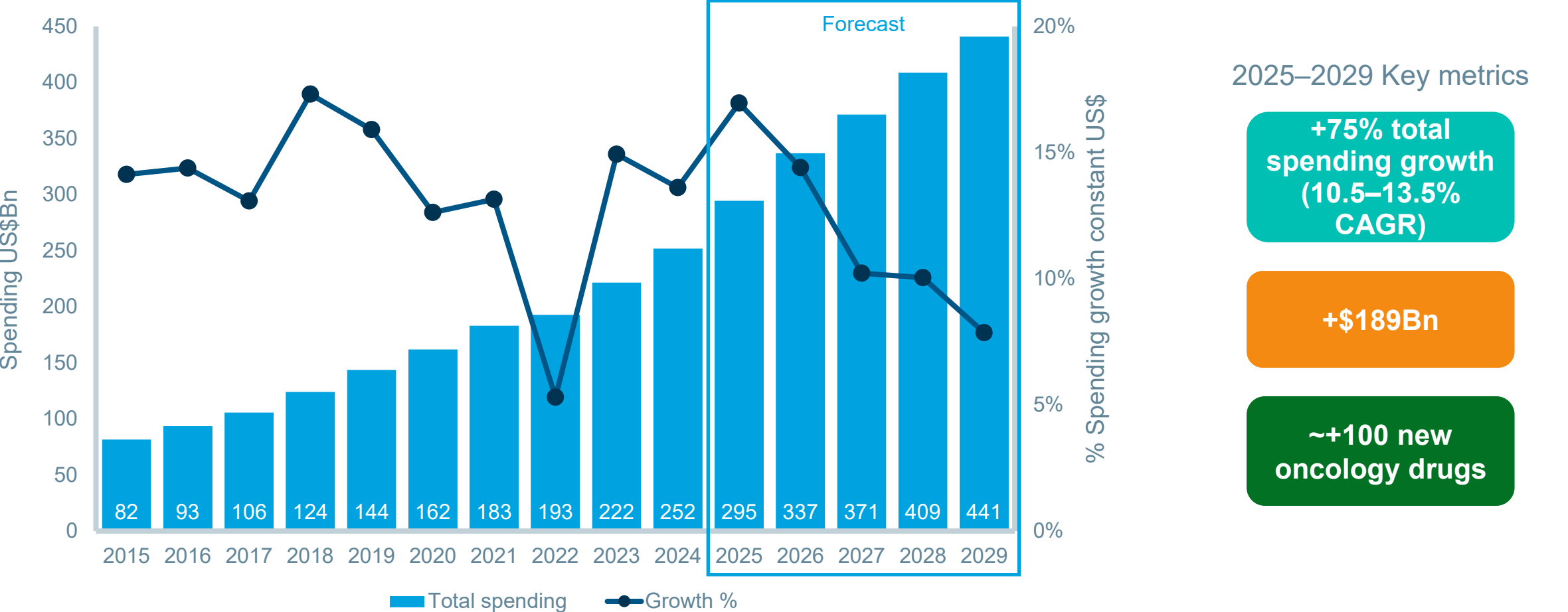
Global historic and forecast growth for top 20 therapy areas



Source: IQVIA Forecast Link, May 2025; IQVIA Institute, May 2025
The Global Use of Medicines 2025: Outlook to 2029. Report by the IQVIA Institute for Human Data Science.

Cancer medicine spending rose to \$252Bn globally in 2024 and growth is expected to slow, reaching \$441Bn by 2029

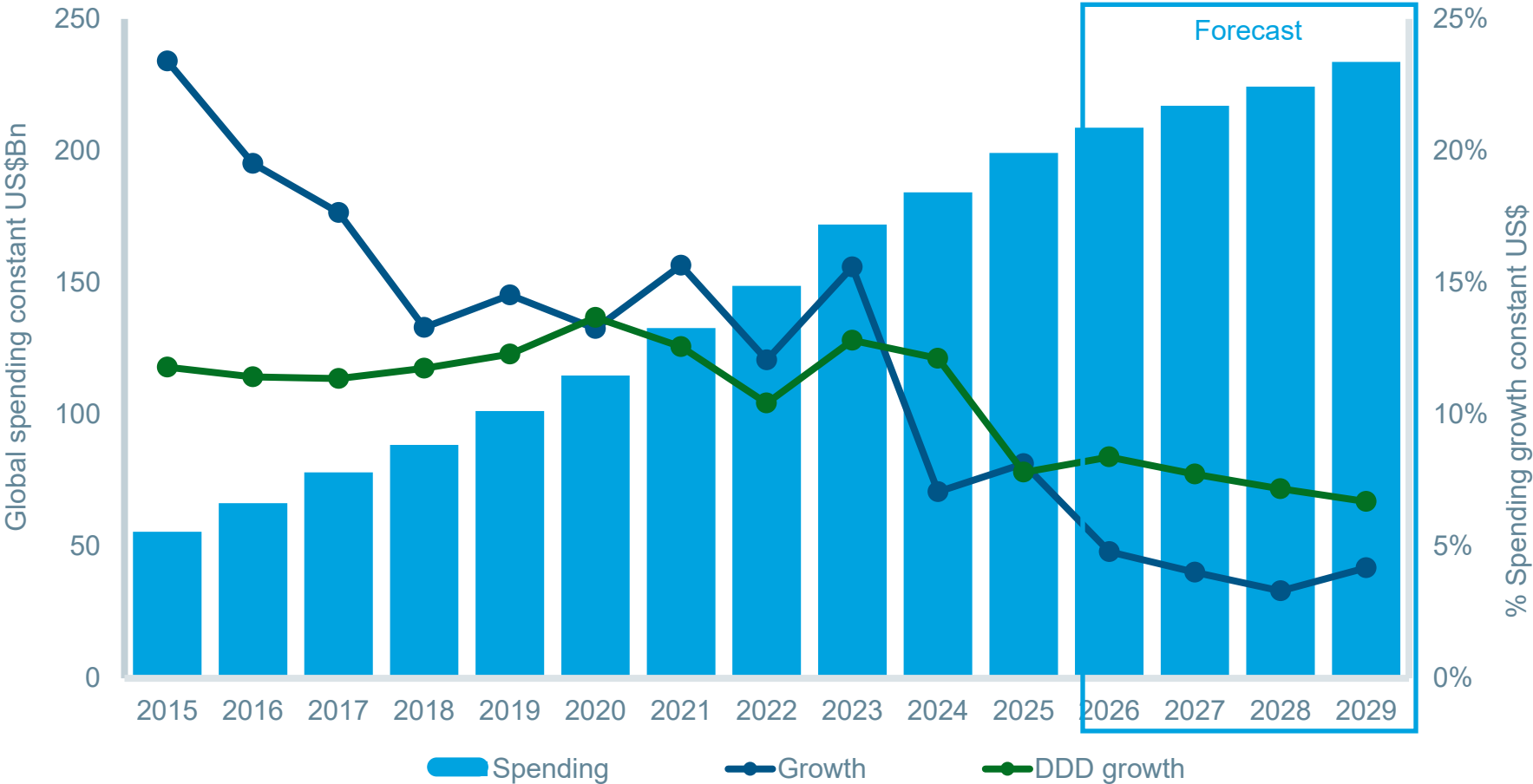
Global oncology spending, US\$Bn, 2015–2029



Source: IQVIA MIDAS, Dec 2024; IQVIA Institute, May 2025.

Immunology spending growth to slow to 3.5–6.5 % through 2029 from biosimilar impact as volume growth continues at 6–9% annually

Global immunology spending and growth



2024–2028 Key metrics

+44% total volume growth (6–9% CAGR)

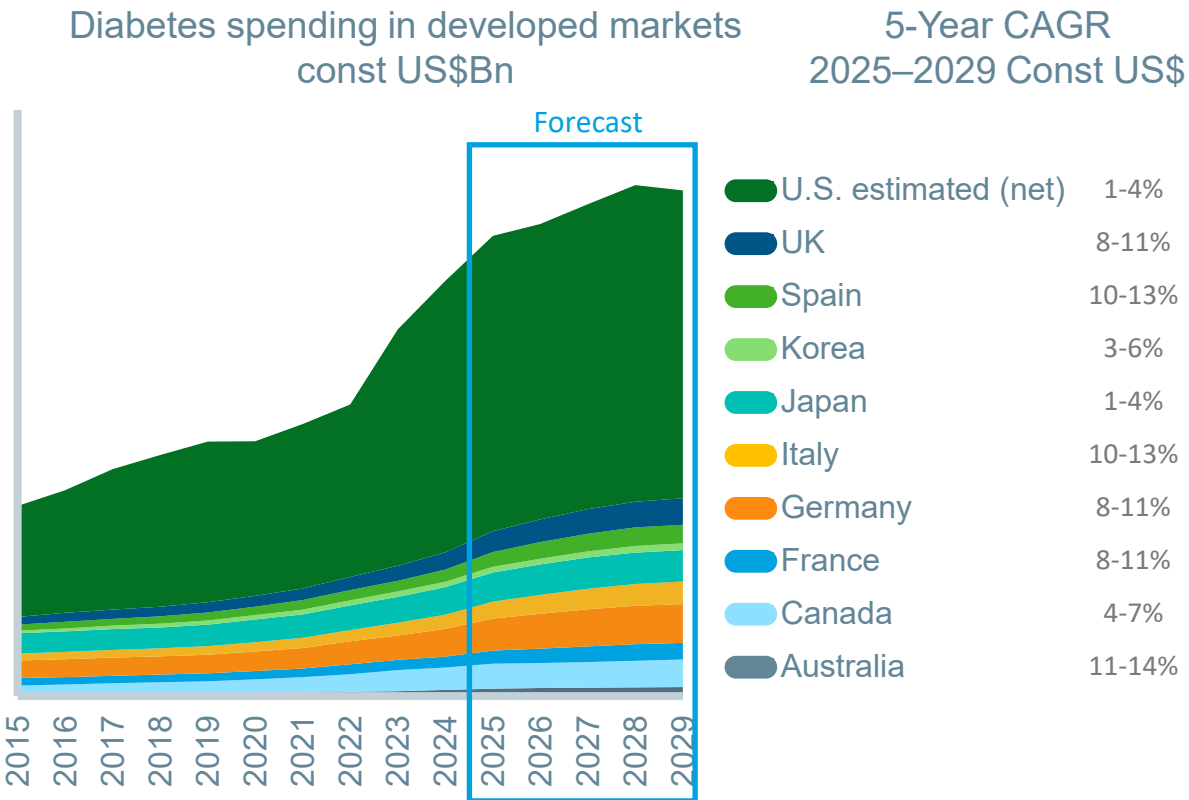
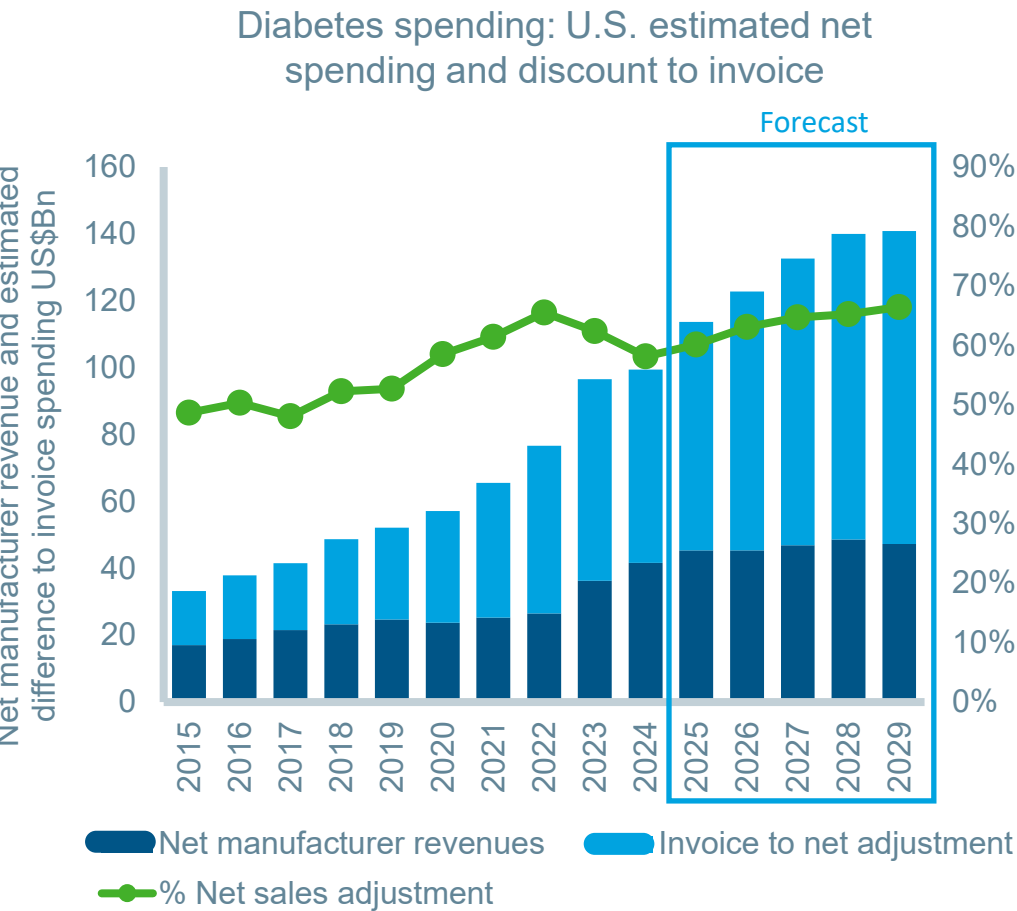
**+\$49Bn
+27%
(3.5–6.5% CAGR)**

Average cost per day declines by \$4.87 (-12%) to \$29.66 in 2029

Source: IQVIA Forecast Link, May 2025; IQVIA Institute, June 2025
The Global Use of Medicines 2025: Outlook to 2029. Report by the IQVIA Institute for Human Data Science.

Diabetes spending growth accelerating in many developed markets associated with GLP-1 adoption, U.S. slows to 1-4% net

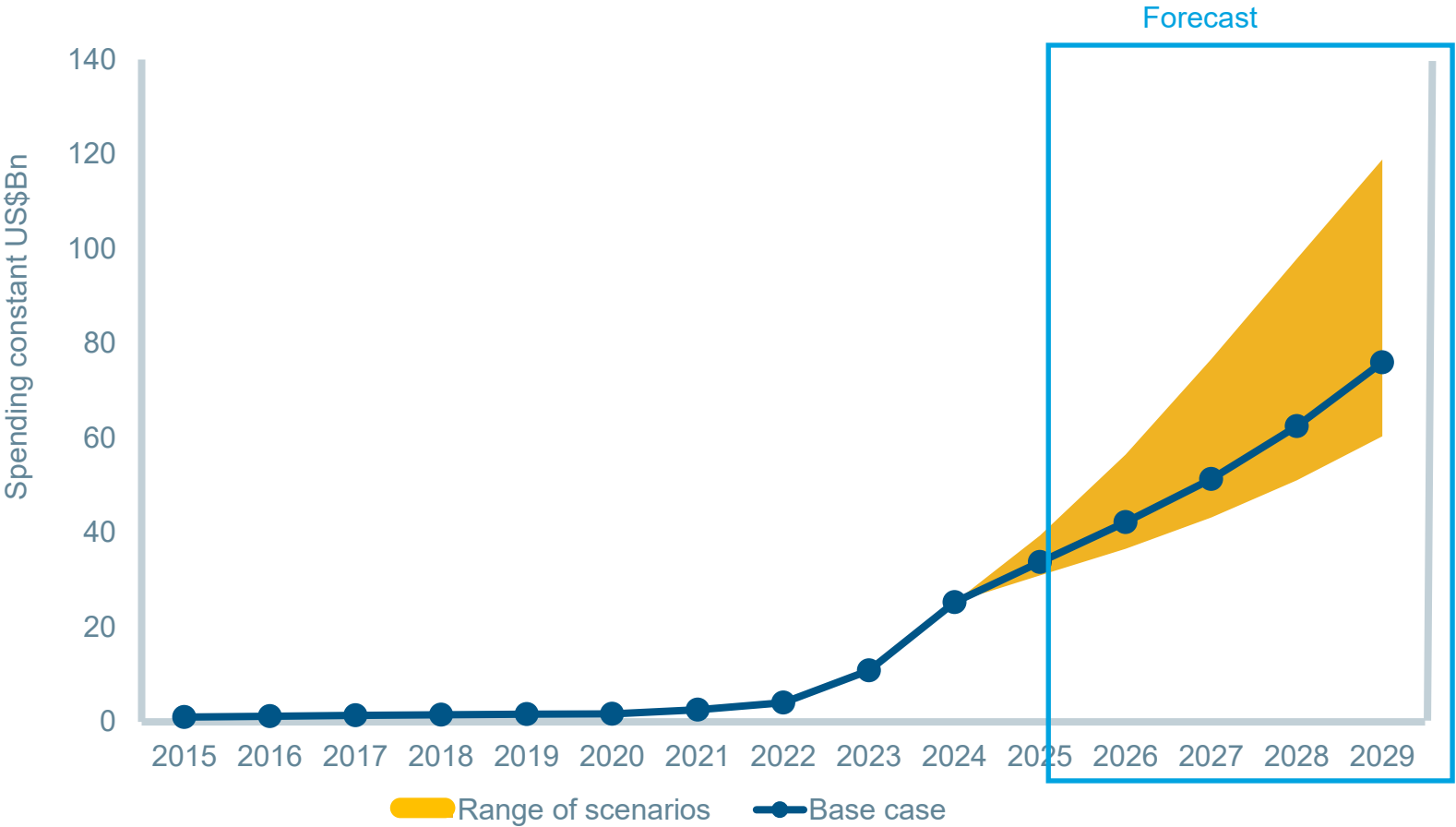
Diabetes spending and growth



Source: IQVIA Institute, May 2025
The Global Use of Medicines 2025: Outlook to 2029. Report by the IQVIA Institute for Human Data Science.

Global obesity spending has accelerated in the past 2 years from novel drugs with upside if more widely reimbursed

Global obesity spending and growth



2025–2029 Key metrics

**+201% total
spending growth
(23–26% CAGR)**

+\$50.7Bn

**Pipeline of new
treatment modalities
and improving
reimbursement**

Source: IQVIA Forecast Link, IQVIA Institute, May 2025
The Global Use of Medicines 2024: Outlook to 2028. Report by the IQVIA Institute for Human Data Science.

Growth outlook unchanged at 5-8% CAGR to 2029, driven by immunology, oncology, diabetes and obesity

1 Rising #s of NAS but access varies ▶

Global NAS in the last five years totaled 394 up from 254 five years earlier, but China-only NAS, and U.S. launches delayed in reaching other markets. Lower-income countries get fewer than half of novel drugs

2 Slowing volume outlook ▶

Patient use of medicines grew by 14% over the past five years but is expected to slow to 4% through 2029. Per capita use of medicines is higher in higher income countries

3 Therapy area historic volume ▶

Immunology, endocrinology, and oncology, have exceeded the global 15% average growth in medicine use in the past five years, driven primarily by substantial numbers of novel products and wider access.

4 Spending and Growth Drivers ▶

Growth in developed economies is accelerating driven by new products and wider use of existing branded medicines offset by patent expiries.

5 Therapy area Outlook ▶

Major advances are expected to continue, especially in oncology, immunology, diabetes and obesity. Notable small molecule innovations are also expected in these diseases as well as neurology.

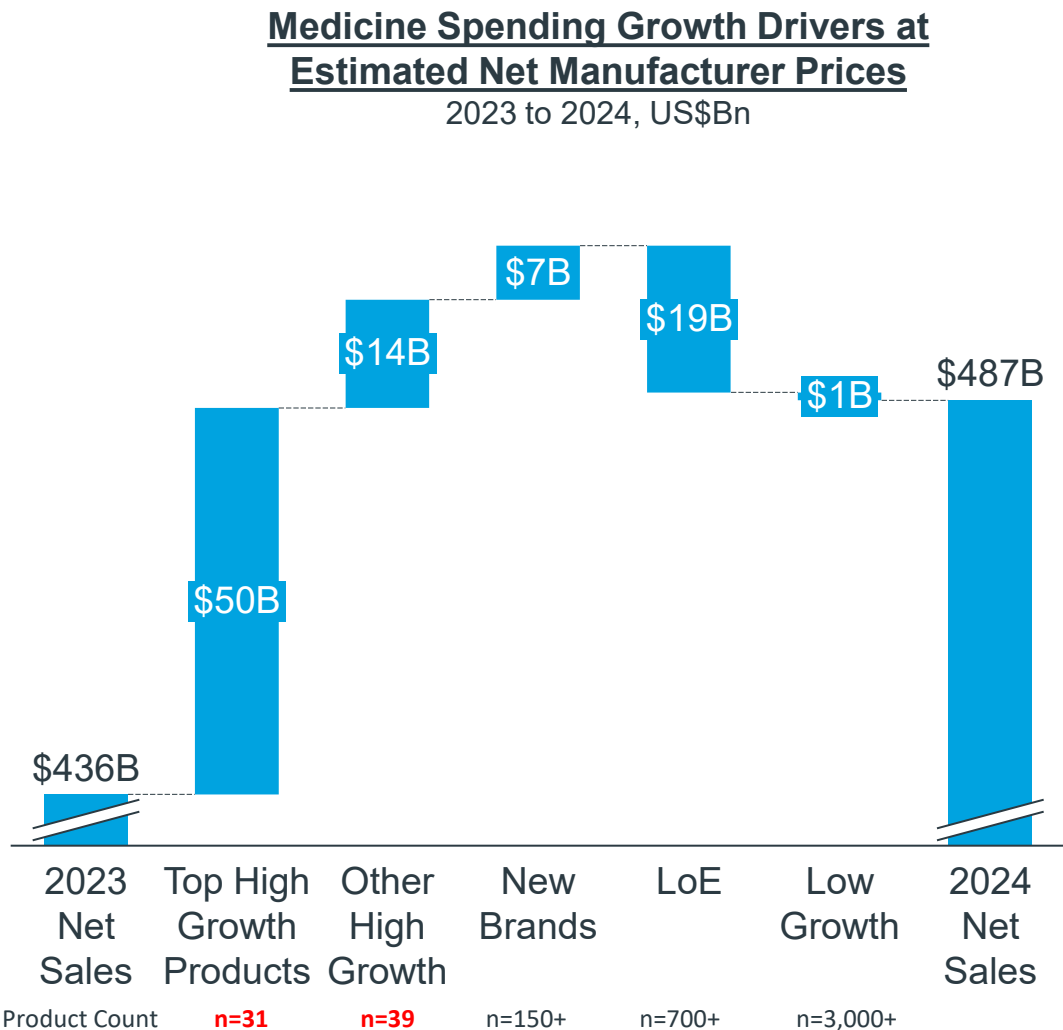
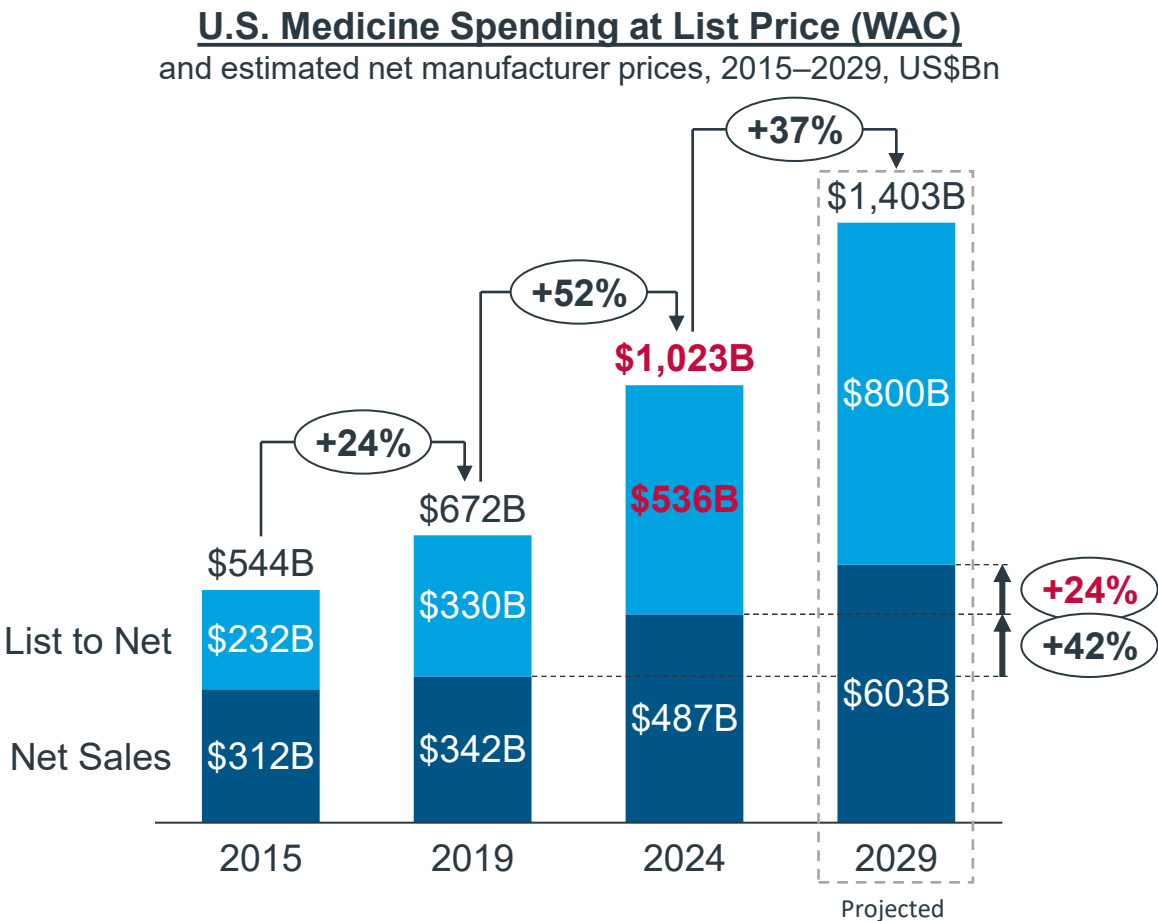
United States





The US Market continues to be a multi-industry growth engine

\$1 Trillion in U.S. spend in 2024; Growth is driven by a small set of products

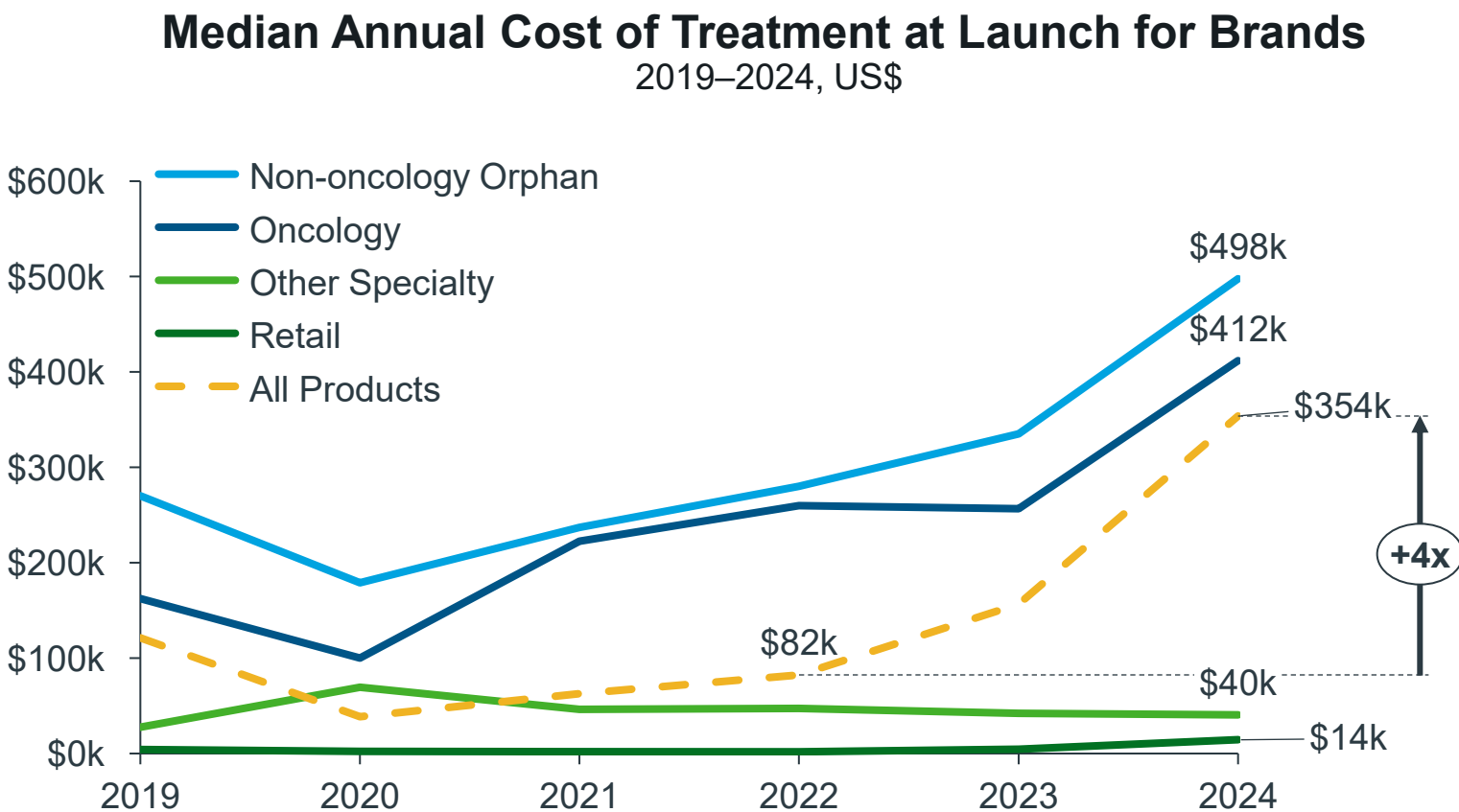


Source: IQVIA Institute, Apr 2025. Understanding the Use of Medicines in the U.O.S 2025



The perception of high drug costs has in part been driven by the cost of innovation into small high need patient populations

As more high-cost treatments launch, the narrative of US drug pricing remains in the news



Does the US shoulder the global burden of innovation?

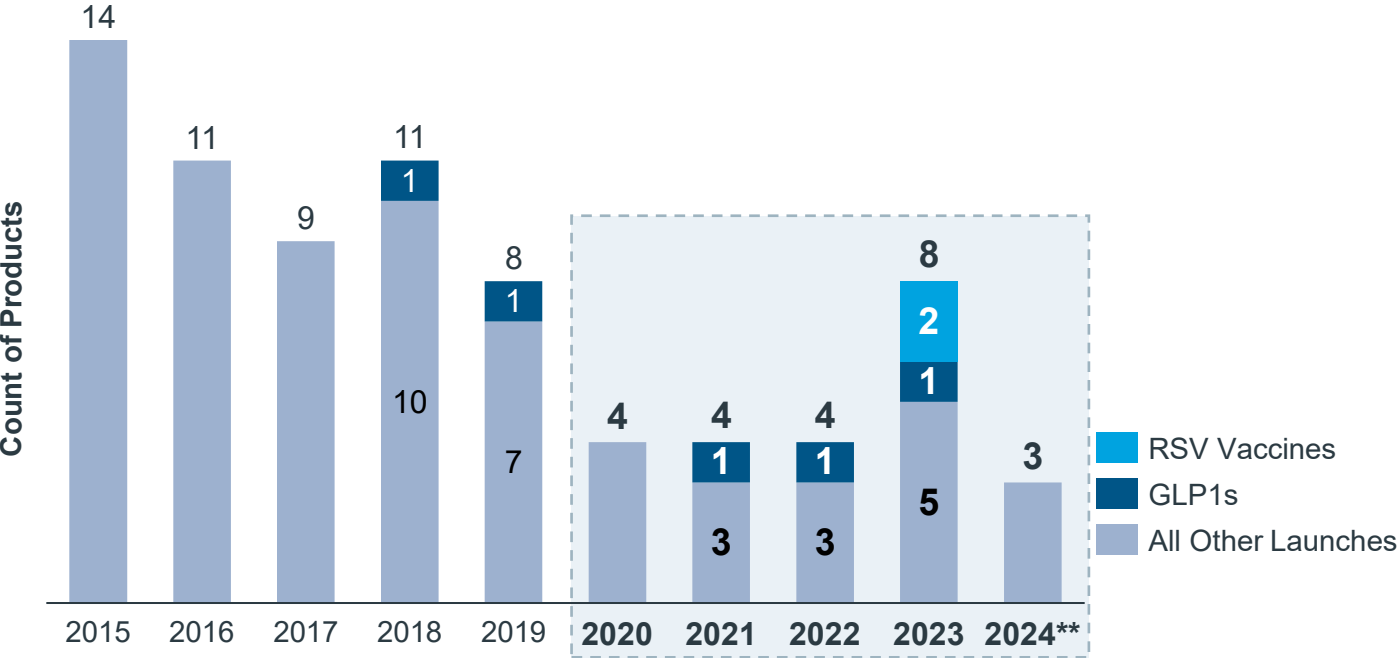
- Commercial viability of small population therapies depends on US price points
- 4x increase in median annual cost since 2022; driven by oncology and orphan drugs
- Retail drug prices have increased as traditional pricing ceilings are breached



Is the industry entering a boom or bust cycle? While some launches succeed, many struggle

Branded Products* Exceeding \$100M Gross Sales in YR1 Launch

Gross Sales >\$1M; Excludes Hormones, Contraceptives, Diagnostic Equipment, Covid Vaccines & Tx, Line Extensions, Medical Products, and Biosimilars (n=559)



What does Modern Launch in the US look like?

- ~1 out of 5 drugs hit \$100M in 2015-2019; ~1 out of 10 drugs in 2020-2024
- Success comes across segments from large pharma to emerging biotech
- Half of the +\$1B products from the last decade launched in 2022-23

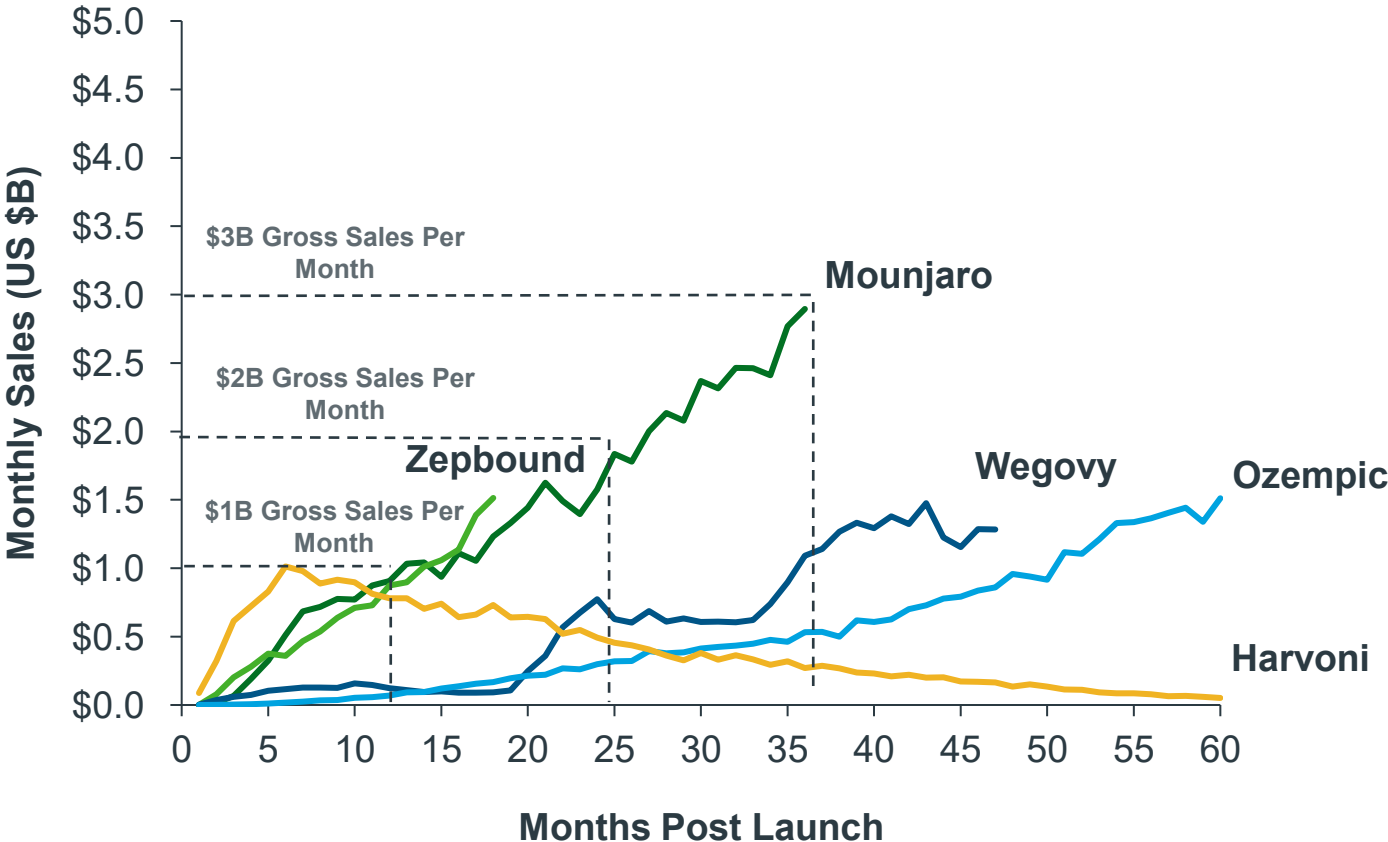
Post-pandemic launches are lower trajectory; Success is possible



Zebound & Mounjaro are the fastest US launches ever observed

Impressive growth and expansion despite supply chain and market access headwind

Monthly Gross Sales by Month Post-Launch



- Combined, the GLP-1s are over \$100B in annual revenues in the US excluding compounded agents
- Mounjaro & Zepbound both reached \$1B a month in sales by the end of their first year on market
- Less than 10% of obese population has been treated



Beyond IRA, the second Trump administration's potential healthcare policy reforms have important implications



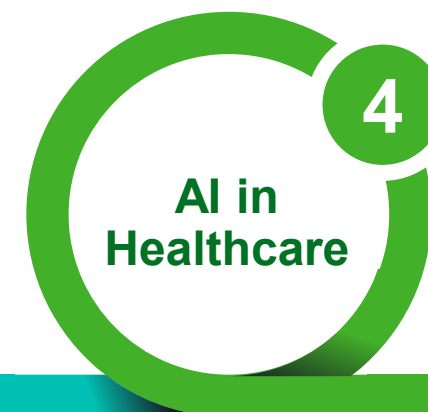
- Executive Orders: Americans pay too much for drugs while the rest of the world does not pay enough
- Most Favored Nation pricing policies



- Reduction in size of federal workforce at HHS, NIH, CDC, and FDA
- Vaccine policy
- Global health initiatives
- NIH Research



- Decades of globalization
- Calls to repatriate manufacturing to the US
- Reciprocal trade actions
- Role of China



- Following reduction in agency size & structure multiple AI initiatives announced
- ELSA at FDA
- Medicare (CMS) digital health ecosystem, WISeR, and Early Adopter seek to increase AI utilization
- Electronic Health Records, use of RWE, and wearables


Canada





2025 Canada Snapshot

Canada is a pivotal market within the pharma/biotech landscape not just because of its proximity to the US and healthcare similarities to EU5 countries.

Canada exerts global influence across the clinical trial, HTA, pricing and regulatory affairs environments

9

Global Market Ranking

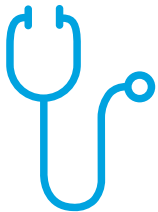
Has fluctuated between 7th – 9th ranking at \$33MM USD

2

Rise in Consumerism

Canada and the US are the two markets where DTC has changed not only the Go to Market model but also has driven the out-of-pocket payment market

63%



Physicians

A Canadian Medical Association poll showed that MD's remain the primary source of information about new drugs*

42M

Demographics

Almost 20% of Canadians are over 60 years old. Fortunately, every Canadian lives within 5 km of a pharmacy

Healthcare System

10 provinces, and 3 territories across 6 time zones under a Federal transfer funding system

Pharmacy Rx Privileges

Monthly Rx's generated by pharmacists who can Dx & Rx

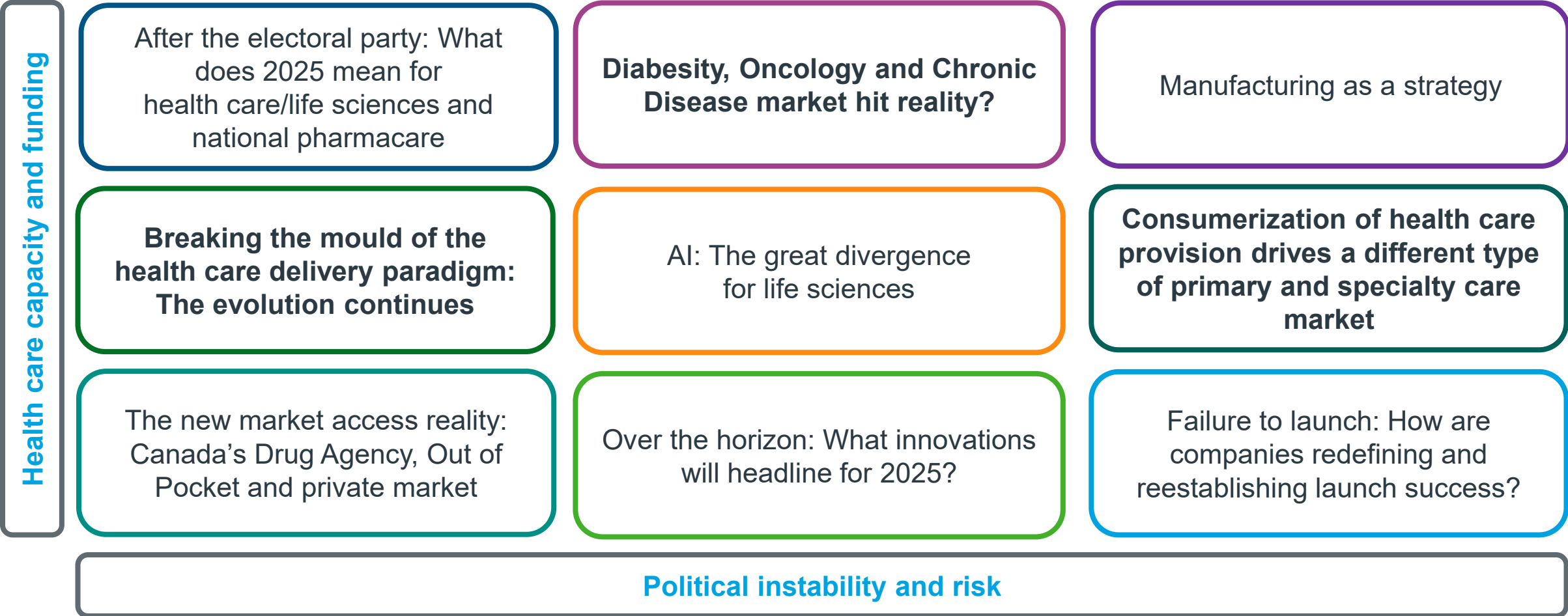
4M

37%

Canadians turn to the internet for medical advice because they couldn't access a doctor or other health professional* Pharmacy and nurse practitioner Dx & Rx is viewed as an efficient way to increase capacity

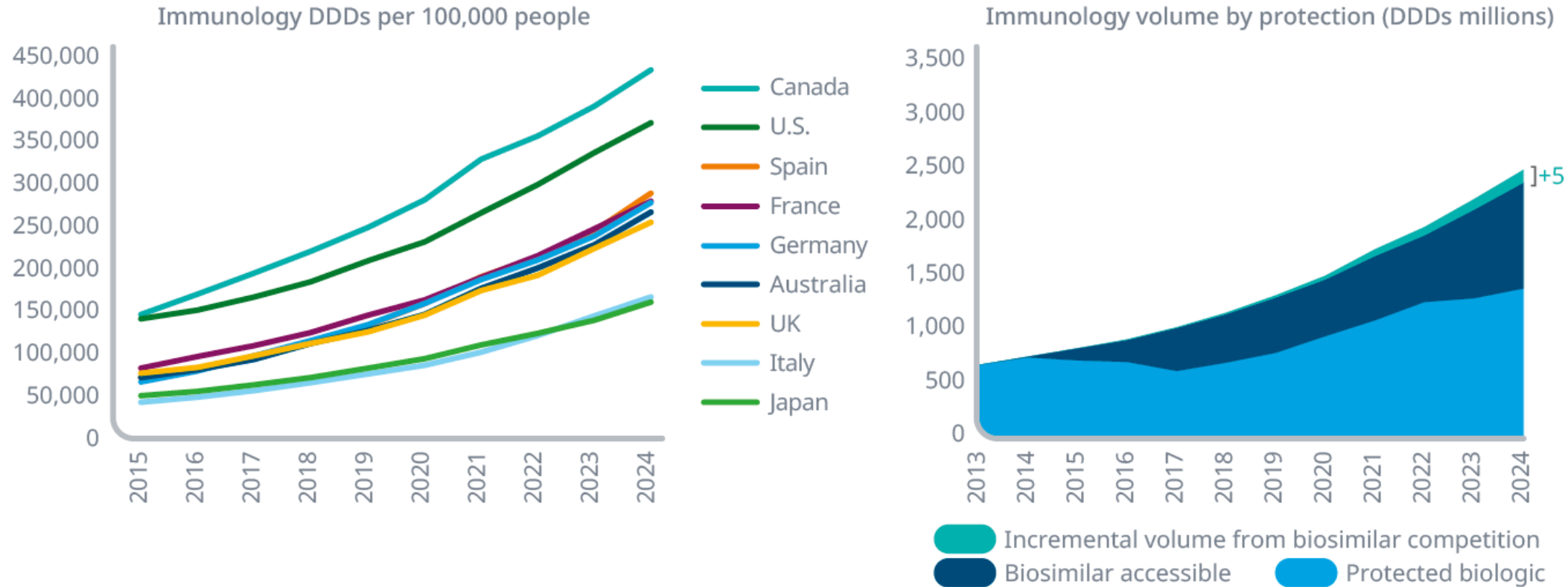


Nine issues impacting the Canadian health care and prescription medicine market that are new or trending from 2025 onwards



Canada leads the way in biologics market utilization

Immunology per capita DDDs and share of DDDs by type for 9 developed countries



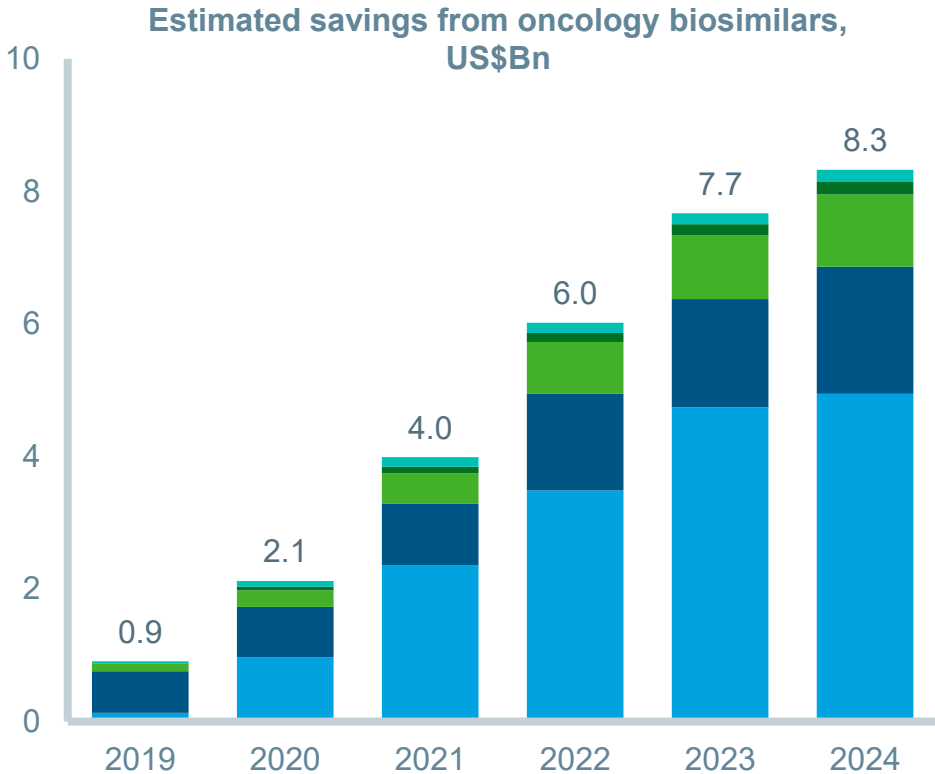
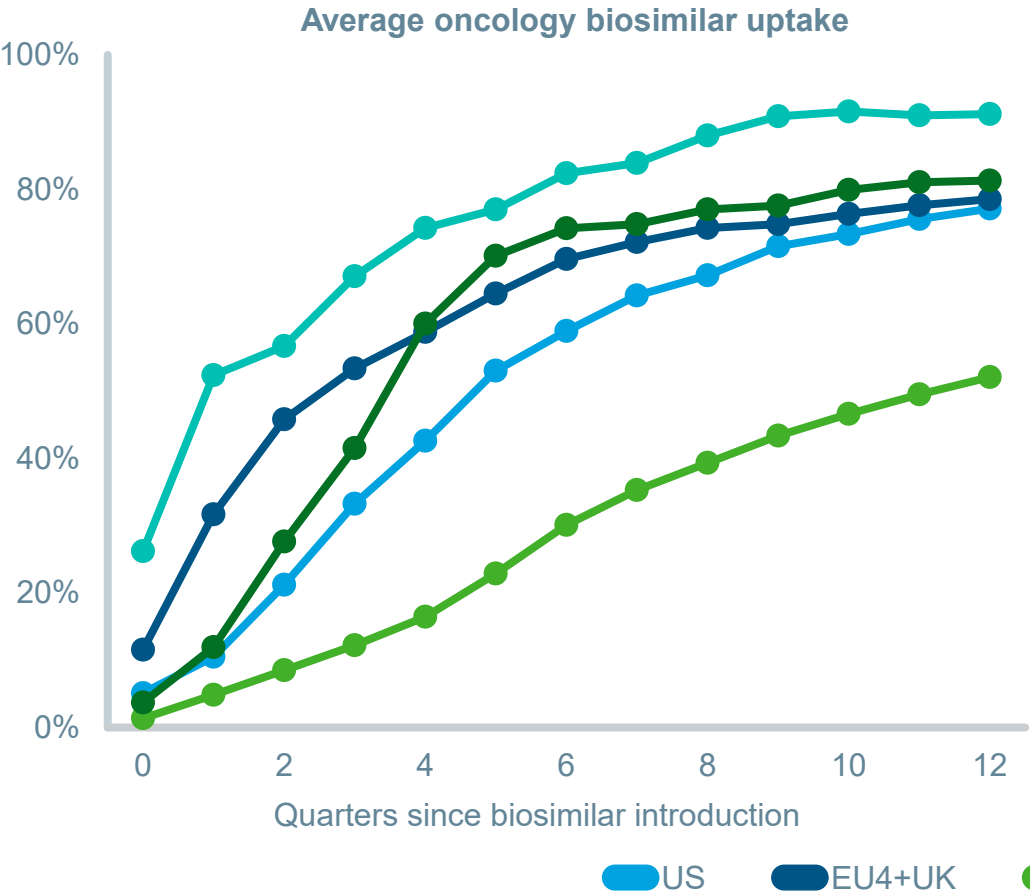
Source: IQVIA MIDAS, Dec 2024; IQVIA Institute, Jun 2025.

Notes: Defined daily doses (DDD) are based on WHO definitions where each medicine is assigned a volume of medicine per day (see methodology). Includes medicines for treating autoimmune disorders only and does not include allergy medicines.

Report: The Global Use of Medicines 2025: Outlook through 2029. IQVIA Institute for Human Data Science, June 2025.

Global Oncology biosimilar uptake reached greater than 50% across major markets and biosimilars saved payers over \$8Bn in 2024

Canada oncology biosimilar uptake >81% buoyed by mandatory biosimilar switch policies have led to a rapid uptake across all biosimilar therapeutic categories



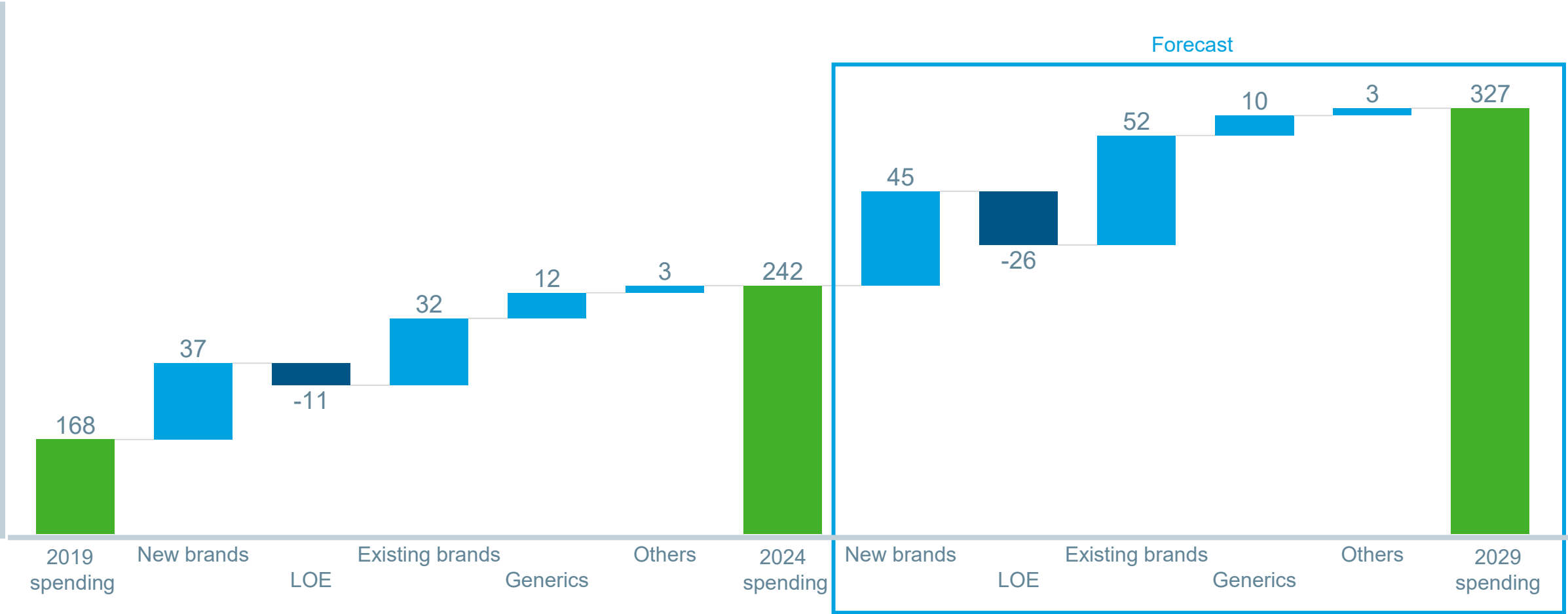
Source: IQVIA MIDAS, Dec 2024; IQVIA Institute, Apr 2025.


Europe



Spending in Europe is expected to increase by \$85Bn through 2029, driven by new and existing brands

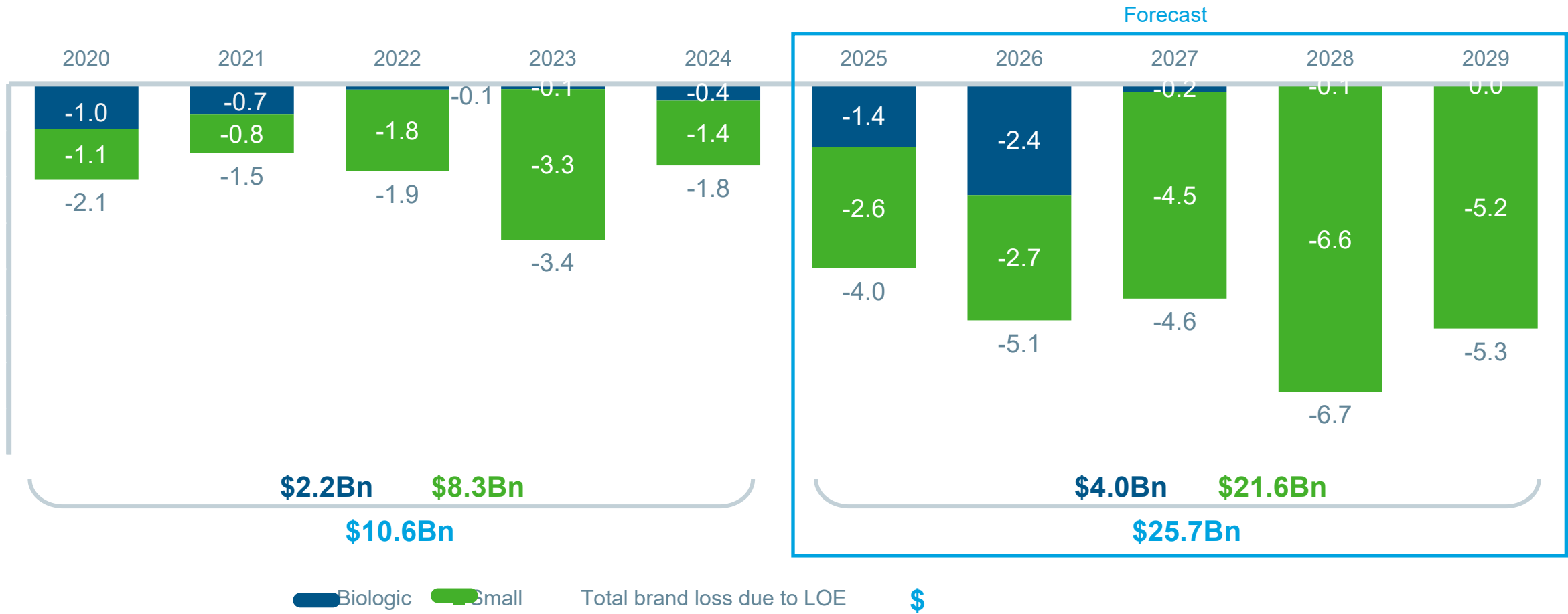
Spending and growth drivers in France, Germany, Italy, Spain, and UK 2018–2028 const US\$Bn



Source: IQVIA Market Prognosis, May 2025; IQVIA Institute, May 2025.
The Global Use of Medicines 2025: Outlook to 2029. Report by the IQVIA Institute for Human Data Science.

The impact of exclusivity losses will reach \$25Bn+ over 5 years, with most due to small molecules

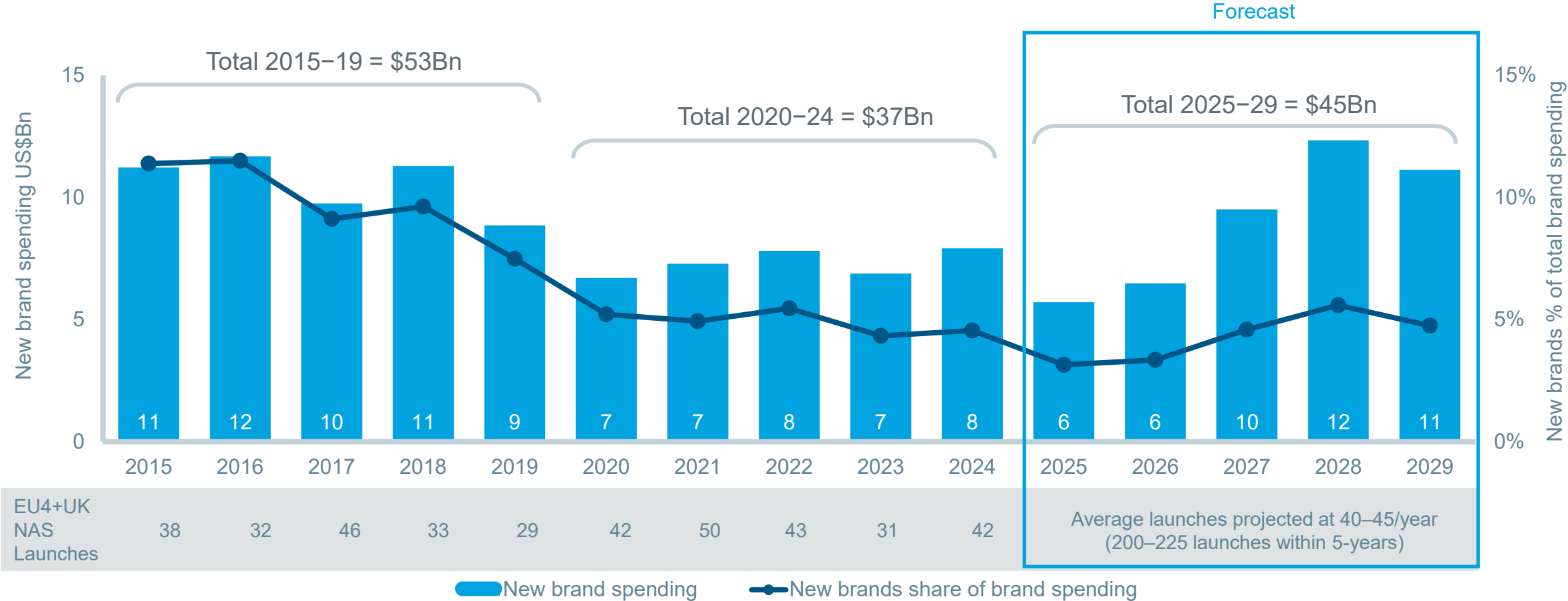
EU4+UK impact of brand losses of exclusivity 2020–2029, US\$Bn



Source: IQVIA Market Prognosis, May 2025; IQVIA Institute, May 2025.
The Global Use of Medicines 2025: Outlook to 2029. Report by the IQVIA Institute for Human Data Science.

New brand spending in EU4+UK is projected to be higher than the last 5 years but a smaller share of spending

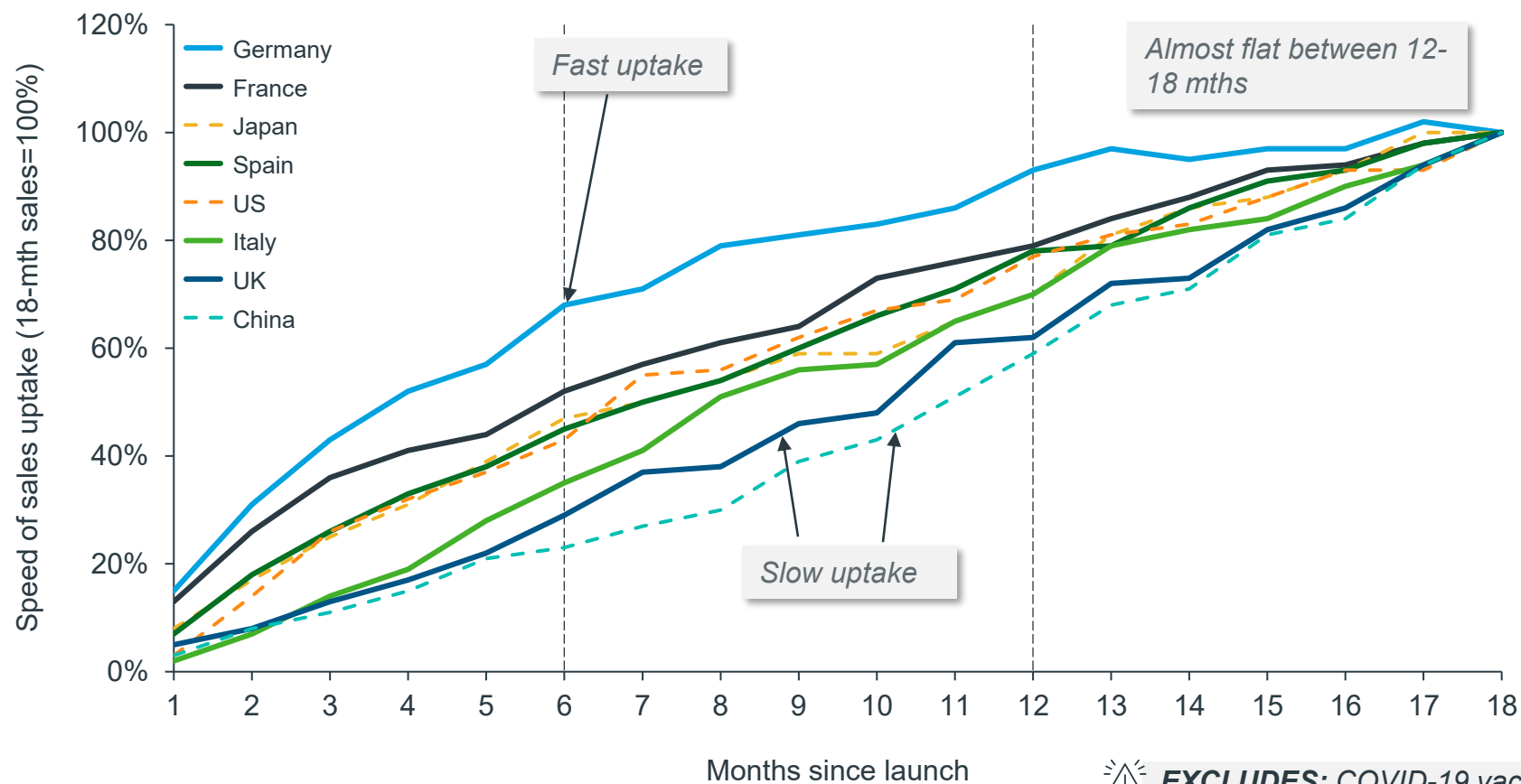
EU4+UK new brand spending



Source: IQVIA Market Prognosis, May 2025; IQVIA Institute, May 2025.
The Global Use of Medicines 2025: Outlook to 2029. Report by the IQVIA Institute for Human Data Science.

Innovative Rx launch trajectories vary across Europe; steepest in Germany

Speed of uptake for innovative launches by country
Median sales uptake, normalised to 18-month sales



Sales uptake at 6 and 12 months
(% of 18-month sales)

Country	6-month uptake	12-month uptake
Germany	68%	93%
France	52%	79%
Japan	47%	70%
Spain	45%	78%
US	43%	77%
Italy	35%	70%
UK	29%	62%
China	23%	59%

Notes: Includes innovative products launched between 2018 and H1 2023. Sales measured in USD at constant exchange rates (CER). Speed of uptake for a product was calculated by comparing each product's monthly sales to its sales in Month 18. For each country, the median across products was used to reflect typical performance.

Source: IQVIA EMEA Thought Leadership; IQVIA MIDAS MTH December 2024

 **EXCLUDES:** COVID-19 vaccines and treatments; Hep C products

European Union policy initiatives 2024 – 2029 focus on security and investment



Security



Critical Medicines Act

Strengthen supply chains and EU production of critical medicinal products.

Tabled with finalisation likely in 2026.

Preparedness Union Strategy

Focus on preparedness for chemical, biological, radiological, and nuclear threats.

Builds EU's preparedness for another pandemic, includes a stockpiling strategy.



R&D

Lifescience and biotech boost

- European Biotech Act coming in 2026: improve the trial landscape in the EU.
- Competitiveness Fund tabled, focussing EU money on Biotech.
- Strategy for European Life Sciences published
- Capital Markets and Banking Union and EU-wide venture capital a priority.



Health

Disease specific action

Large-scale research, prevention and treatment initiatives for mental health, degenerative and cardiovascular diseases.



Existing

Implementing existing initiatives

- Clinical trial regulation
- Pharmaceutical revision
- HTA regulation
- European Health Data Space
- Environmental



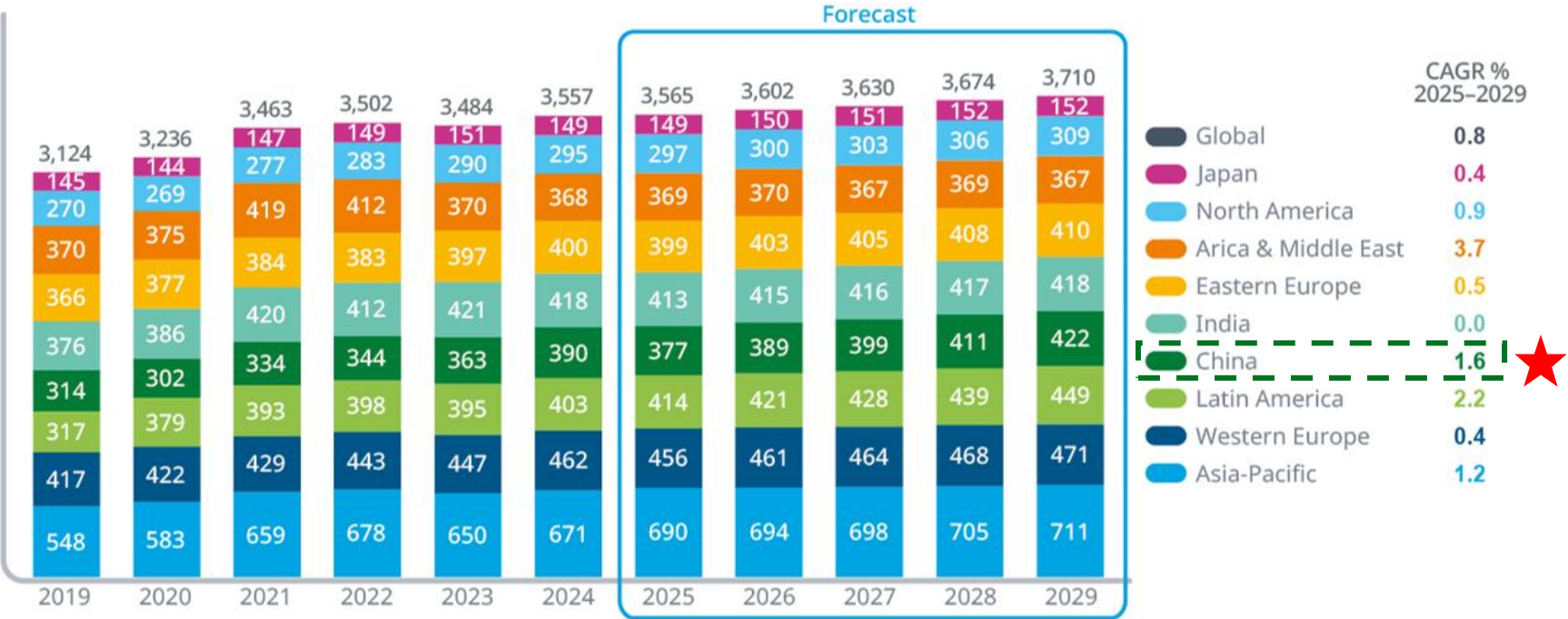
Unforeseen Crises

China



China's volume growth has tapered, as basic medical insurance coverage has extended across the country and population in the past few years

Historical and projected use of medicines by region, 2019-2029
Defined Daily Doses (DDD) in billions

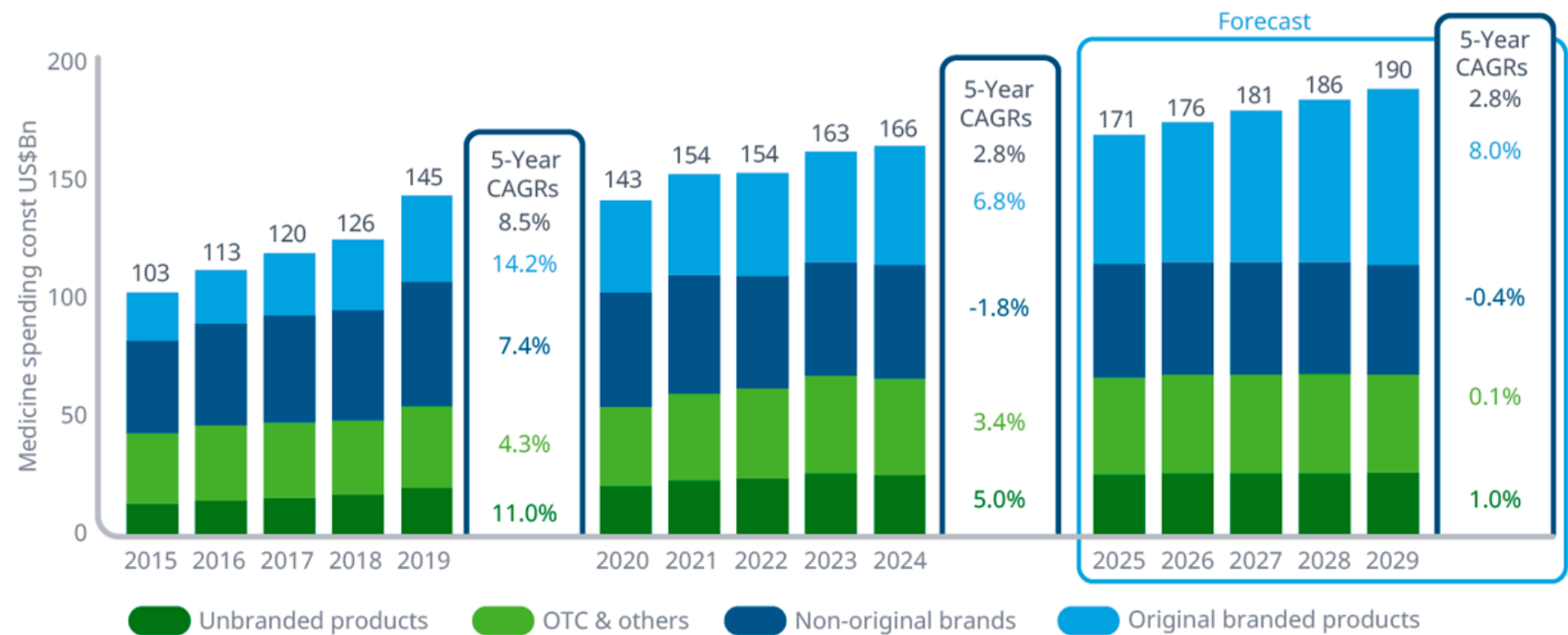


Underlying Demands Drivers

- 1.4 Bn population base
- Aging population (22.0% are 60+)
- Improved healthcare service system, **faster sales uptake** but **shortened product lifecycle**
- Innovative drugs are elevating drug usage volume

As the centralized “volume-based procurement” shifts social insurance budget towards innovative new drugs, new launches will be the driving factor of growth

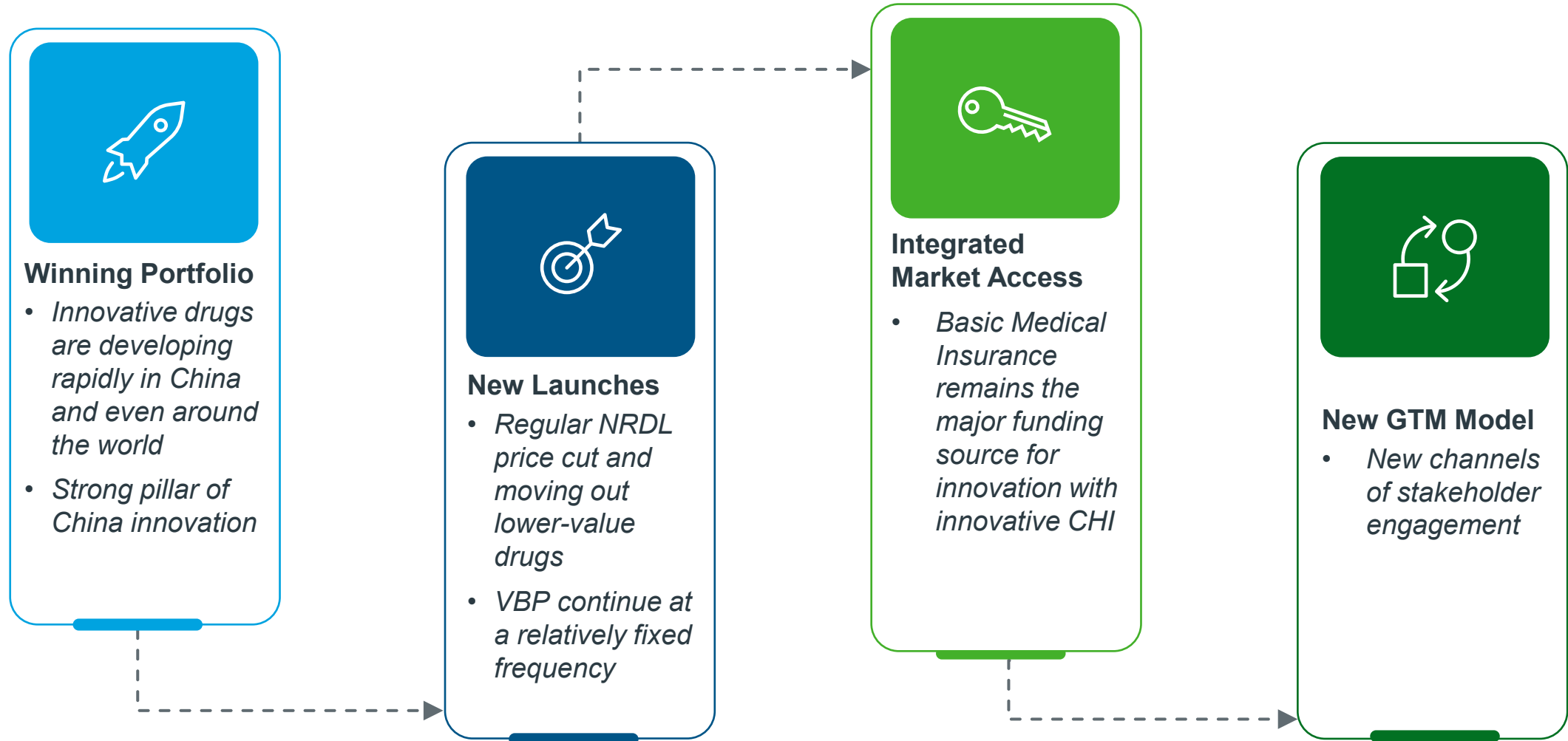
China medicine spending by product type 2015-2029



Key Dynamics

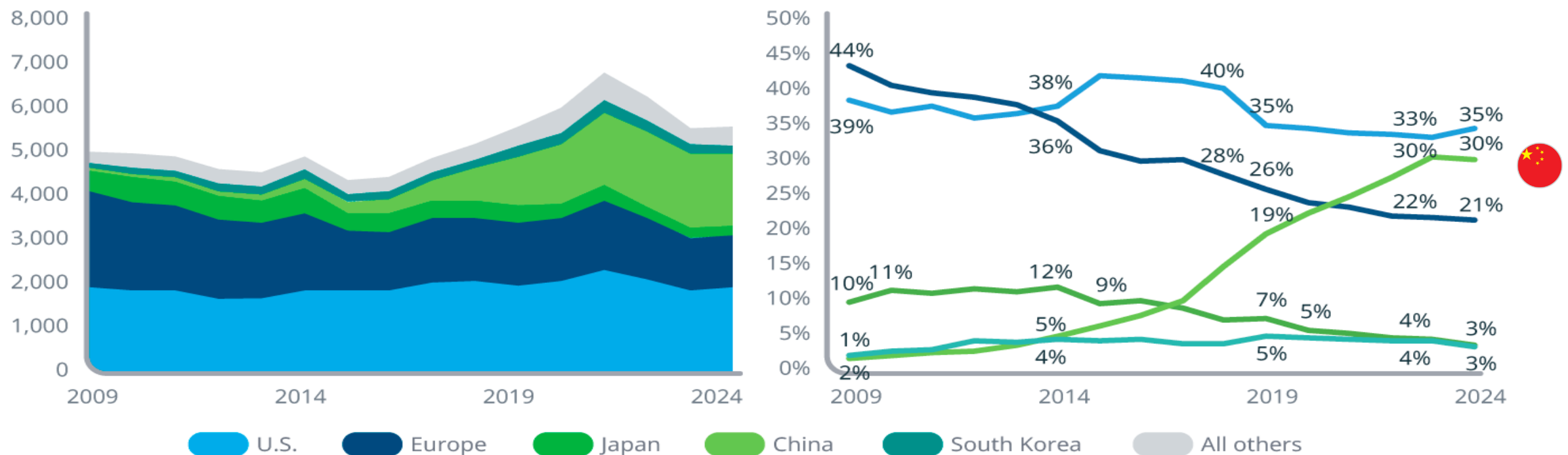
- Original brands**
 - Synchronized China launch
 - Accelerated new drug approval
 - Faster to NRDL
 - Active innovation and R&D
- Non-original brands**
 - GQCE accelerating Gx replacement
 - VBP pressure
 - Moving to retail channels
- OTC & Others**
 - Policy encouragement
 - Facing national VBP
- Unbranded products**
 - VBP pressure
 - GQCE setting standards and filtering out low-quality GX

Under these changing dynamics, the following are key elements to drive China pharma company growth



A rising innovation hub: Trial starts from China-headquartered companies have risen to 30%, close to the US already

Number of Phase I to III trial starts based on company headquarters location, 2008–2024



Source: Citeline Trialtrave, Jan 2025; IQVIA Institute, Jan 2025.

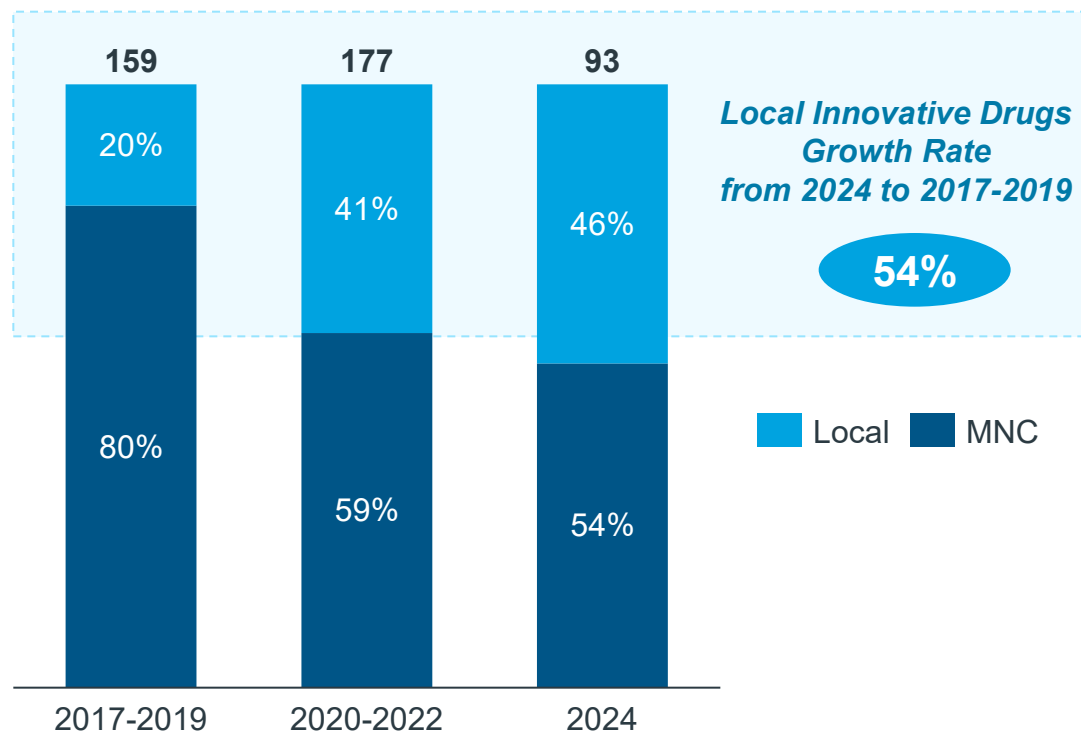
Notes: Includes interventional, industry sponsored trials which are in Phase I to Phase III. Each company involved in a trial is counted individually, so products with more than one company involved are counted more than once and trials may be included in more than one region to reflect their sponsors' headquarter geography. Europe is defined as any country in continental Europe. Trial sponsors are subject to variations in company naming and industry consolidation may result in multiple companies being counted individually when they are part of a larger corporate parent. Sponsors with No HQ reported have been excluded. Data for 2015–2024 refreshed, older periods from prior update.

Report: Global Trends in R&D 2025: Progress in Recapturing Momentum in Biopharma Innovation. IQVIA Institute for Human Data Science, March 2025.

Local players become an increasingly strong pillar of China innovation, bringing both competition and collaboration opportunities

A rise in the proportion of local innovative drug approvals emerged in recent years

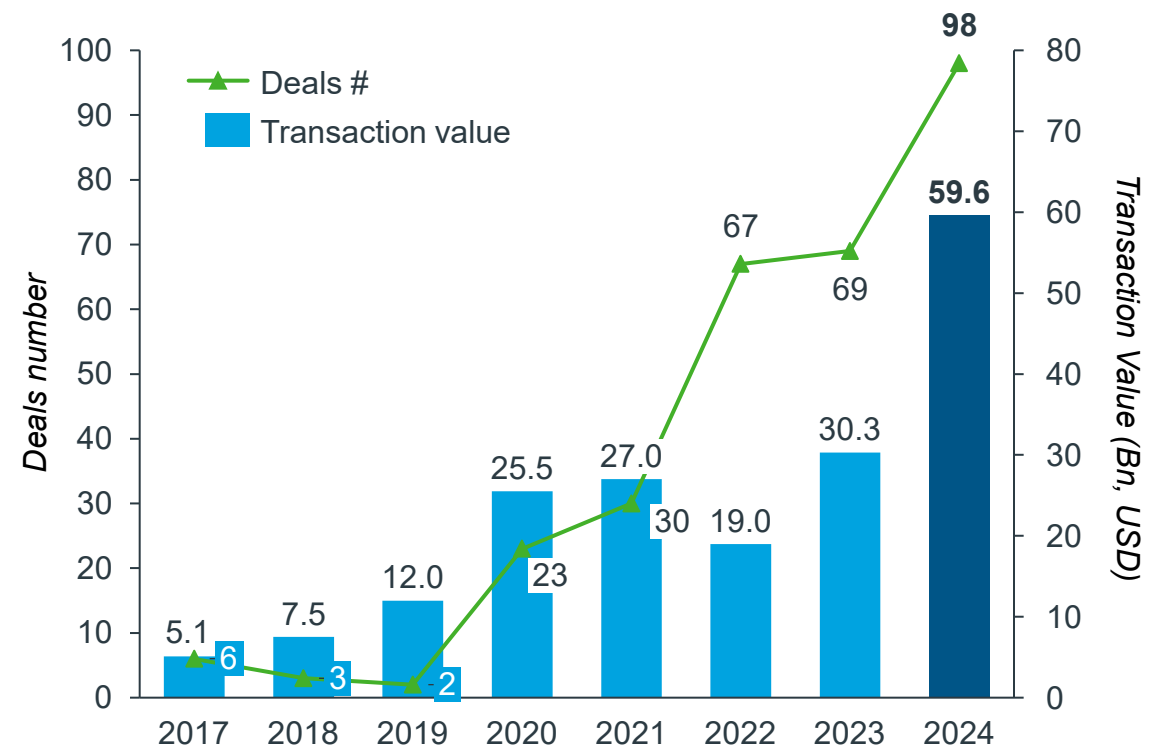
Numbers of Local and MNC novel drug approvals in China (2017-2024)



Note: Innovative drugs exclude biosimilars and generics
Source: PharmaGo Database; Desktop research; IQVIA analysis

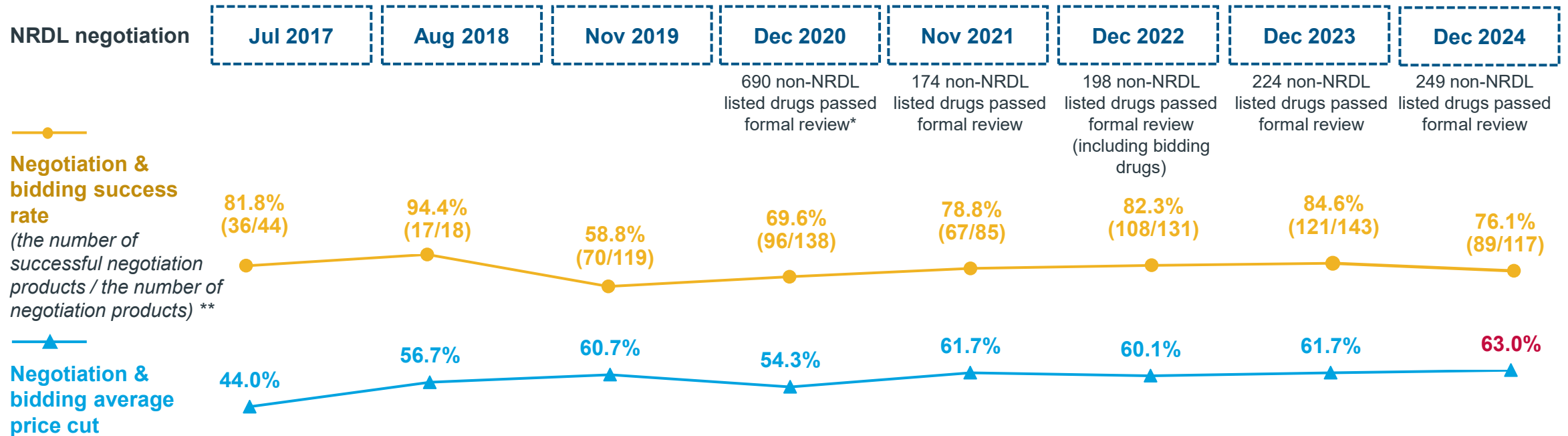
More China originated novel products have been licensed out to Global pharma

License-out deals of China originated innovative assets (2017-2024)



NRDL has been normalized with average price cut stabilized at ~60%, and the rules are getting more transparent and scientific to favor innovations

NRDL negotiation success rate evolution since 2017



- In 2024, the average price of NRDL products dropped by 63%
- 2024 negotiation is facing high pressure, showing a lower negotiation ticket rate than 2023 NRDL
- New listing criteria were strengthened for genuine innovation or significant changes

Note: *If the same product meets multiple application requirements, it will not be double-counted; **Before 2022, there are only negotiation success rates, excluding bidding price. In 2022, it includes negotiation and bidding price outside the NRDL list, as well as negotiation renewal in the NRDL list; &, median time (years), only analysis of successfully negotiated Western medicine

Source: Official data released by the Ministry of Human Resources and Social Security and the National Healthcare Security Administration; IQVIA analysis

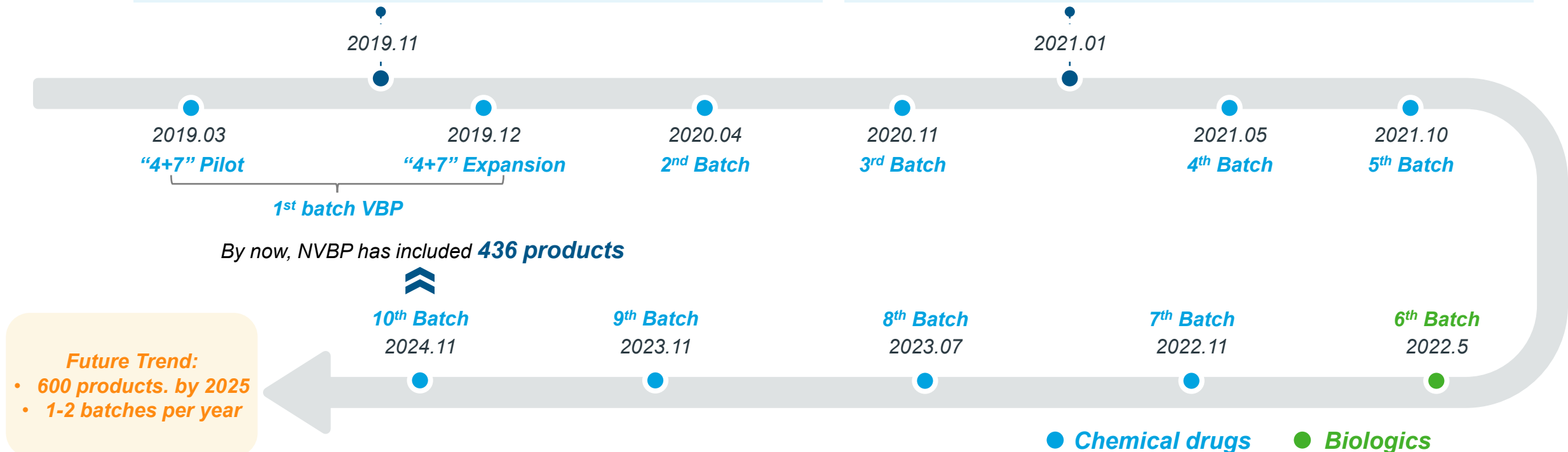
Up to now, China has conducted 10 batches of national VBP, and is expected to continue at a relatively fixed frequency

Milestone of China VBP Policies

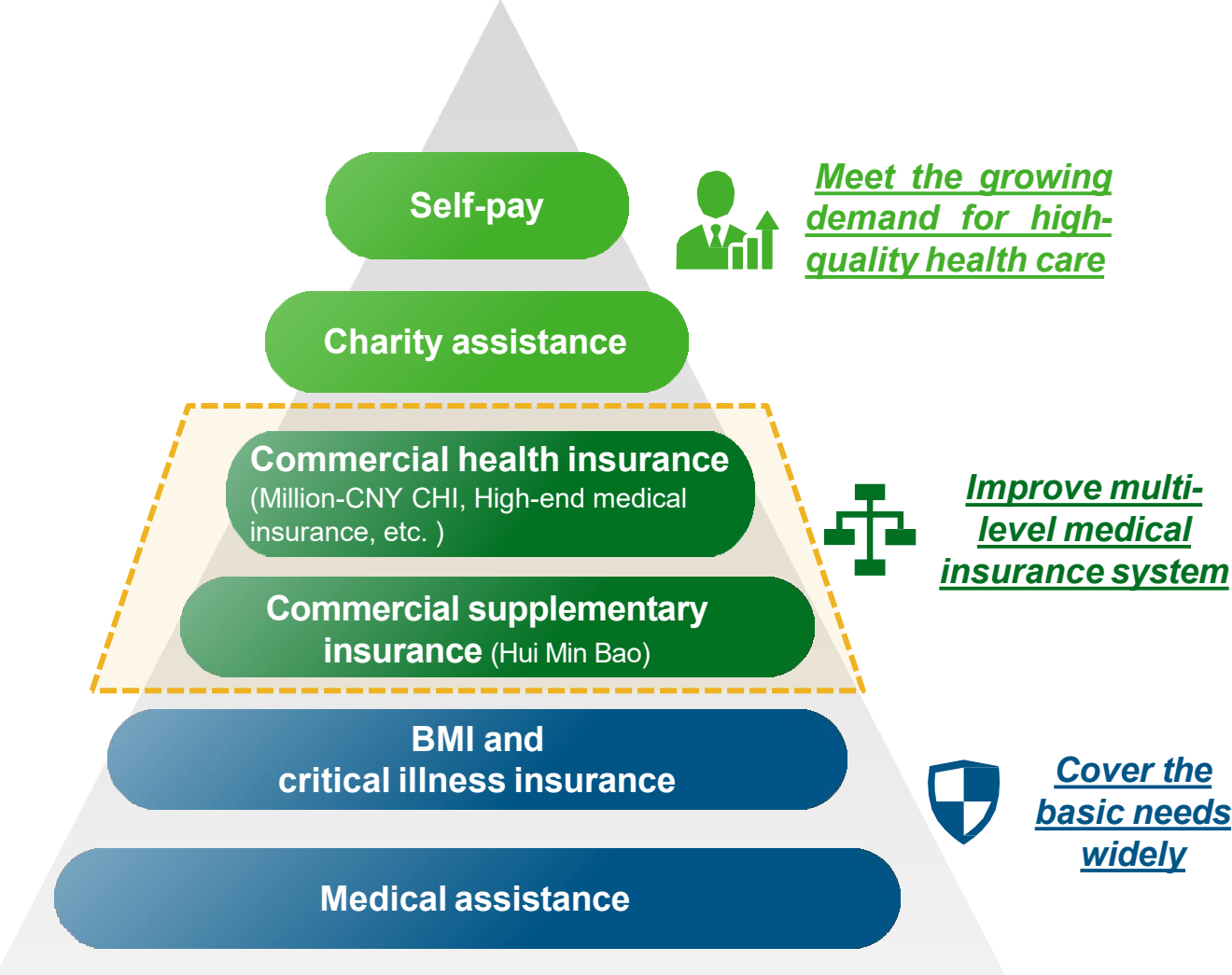


“Notice on Policies and Measures to Further Deepen the Reform of the Medical and Health System with **Centralized Procurement & Use of Drugs** as a Breakthrough”
- The State Council of the People's Republic of China

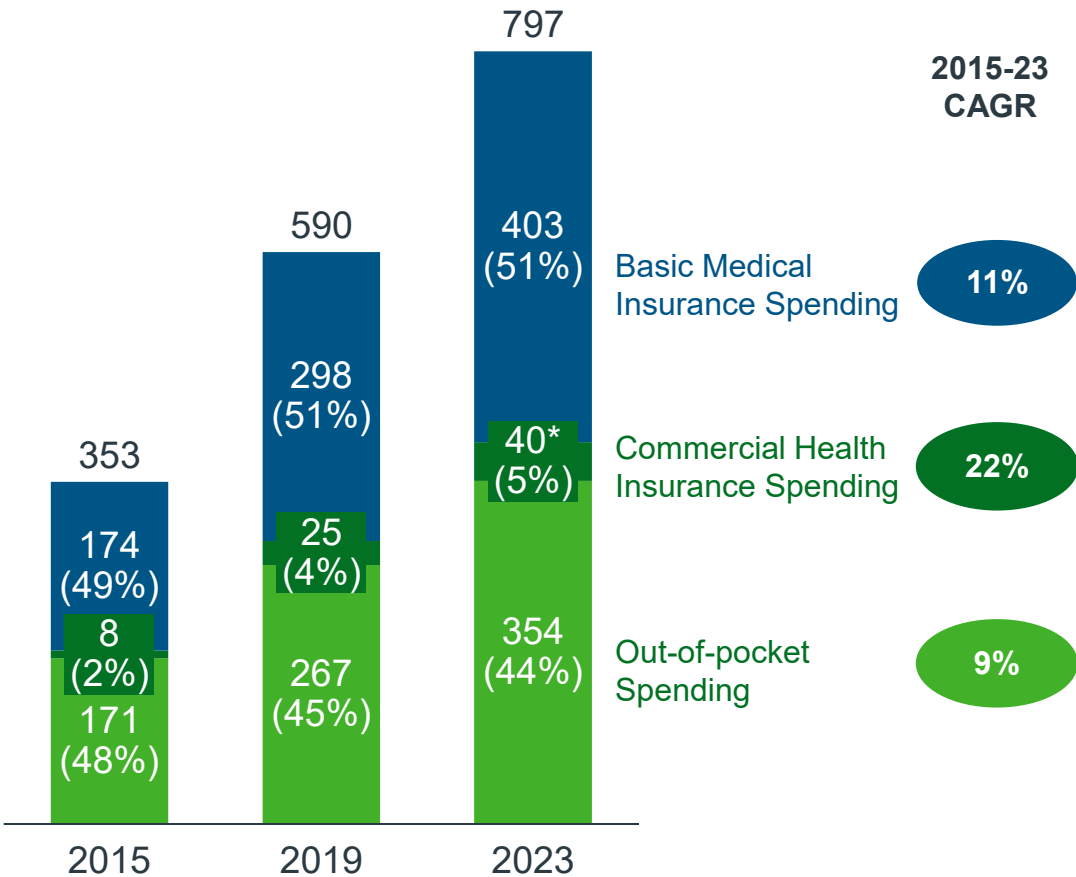
“Opinions on Promoting the **Normalized and Institutionalized Development** of Centralized and Volumetric Drug Procurement”
- The State Council of the People's Republic of China



Basic Medical Insurance remains the major funding source for innovation with innovative CHI, although nascent, but a fast-growing source of funding

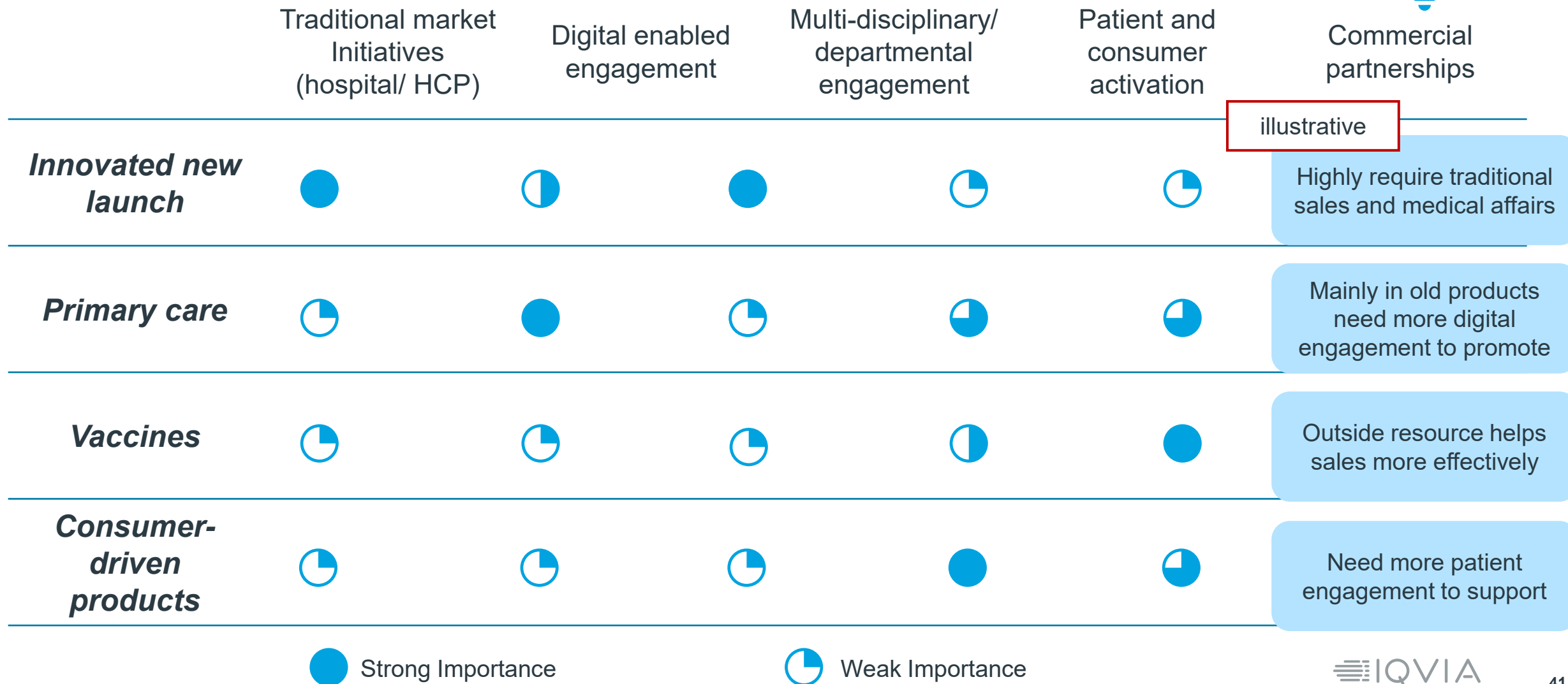


China’s healthcare spending on products and services- BMI remains the major funding source, Bn USD



Note: BMI = basic medical insurance, assumes the same ratio of spending to premium revenue in 2022 and 2023:42%
Source: desktop research, IQVIA analysis

In an increasingly competitive market, tailored GTM supported with optimized and efficient approach will also be of critical importance



Various collaboration models can be explored to enrich MNCs pipelines and transform portfolios to accelerate the path

Early Phase

Late Phase

Incubation



- Launched **Roche Accelerator** in Shanghai. Roche's goal in strengthening investment in R&D and dedication to innovation in China, and Roche's ambition to enhance collaboration with government and local partners, as well as efforts to **build an external innovation hub and contribute to the local innovation ecosystem**

R&D



- Suzhou Ribo Life Science Co., Ltd and BI have announced that they will jointly develop innovative **small nucleic acid therapies** for the treatment of **NASH/MASH**



- HitGen announced that the company has entered into a strategic collaboration with Johnson & Johnson to design and build novel **DNA-encoded libraries (DELs)** to discover unique **small molecule assets**

Equity Financing



- Bayer and RTW announced an equity investment into Ji Xing to collaborate to focus on **cardiovascular diseases** and **ophthalmology** in China



- MSD and Kelun-Biotech announced that the companies have entered into an exclusive license and collaboration agreement to develop **seven investigational preclinical antibody-drug conjugates (ADC) for the treatment of cancer**

M&A



- Novartis announced the acquisition of SanReno which holds exclusive rights for two late-stage assets targeting **Immunoglobulin A Nephropathy (IgAN): Atrasentan and Zigaikibart**



- AstraZeneca to acquire Gracell, furthering cell therapy ambition across oncology and autoimmune diseases, and includes clinical-stage autologous **BCMA/CD19 CAR-T therapy** targeting haematologic malignancies and autoimmune diseases

Commercialization



- Nhwa Pharmaceutical and Teva have signed an exclusive commercialization license and cooperation agreement for **Austedo**



- Cstone and Servier announced that they have reached an agreement to transfer the exclusive rights to develop, produce, and commercialize **Tibsovo** in the Greater China region and Singapore to Servier

Globalization



- Biokin Pharmaceutical announced that it has reached a global strategic cooperation agreement with BMS on the development and **commercialization rights of BL-B01D1**



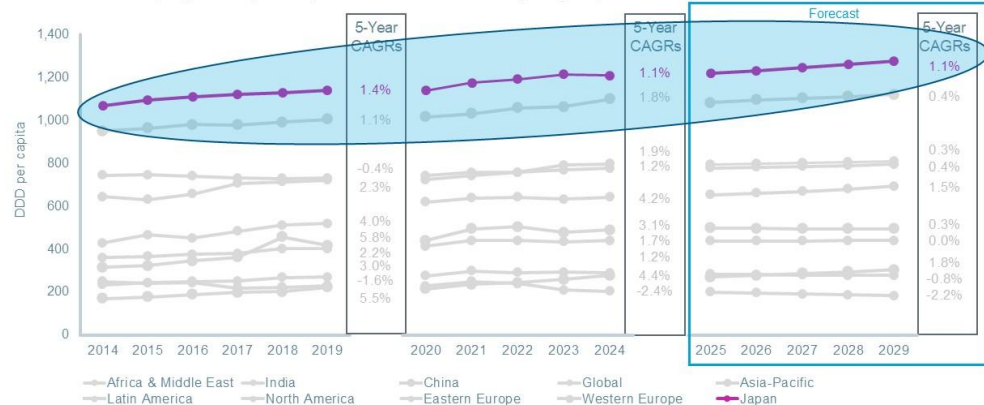
- MediLink Therapeutics announced that it will grant Roche the global rights to the **cMET ADC new drug YL211**


Japan



Per capita medicine use varies by region, with Japan and Western Europe having more than double the use of most other regions

Historical and projected per capita use of medicine by region, 2014–2029



Source: The World Bank, Dec 2024; IQVIA Institute, Jun 2025.

IQVIA
INSTITUTE
FOR HUMAN DATA SCIENCE

2

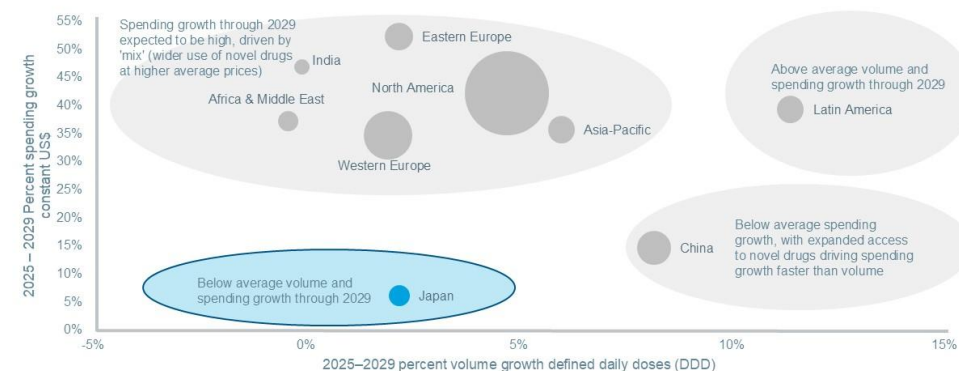
As we saw earlier, Japan has the highest per capita medicine use of the Developed Markets*

An indicator of high drug utilization in Japan

As a result Defined Daily Dose (DDD) volume growth will be lower than majority of other Developed markets through 2029, with additional impact from NHI Price revisions

Spending and volume growth are following diverging trends by region

Spending and volume growth by region



Source: IQVIA Market Prognosis, May 2025; IQVIA Institute, May 2025.

IQVIA
INSTITUTE
FOR HUMAN DATA SCIENCE

4

*WHO Defined Daily Dose (DDD) per Capita

Source: (Top Graph) The World Bank, Dec 2024; IQVIA Institute, Jun 2025; (Bottom Graph) IQVIA Market Prognosis, May 2025; IQVIA Institute, May 2025

Japan Basic Policy on Economic and Fiscal Reform Honebuto no Hoshin (骨太の方針) or more simply Honebuto

The Japan Basic Policy on Economic and Fiscal Management and Reform (Honebuto) is a set of policy guidelines utilized by the Japanese Government to support budget and fiscal management decisions

The Honebuto is developed by a council of 11 member (from government agencies and including 4 or more independent financial experts) and additional non-government affiliated policy experts

- Healthcare and Pharmaceuticals goals in the 2025 Honebuto are primarily covered under:

Chapter3: Realizing a Sustainable Economy and Society in the Medium-to-Long Term
(中長期的に持続可能な経済社会の実現)

Section 2-1: Building a Social Security System for All Generations
(全世代型社会保障の構築)

Japan Basic Policy on Economic and Fiscal Reform Honebuto no Hoshin (骨太の方針) or more simply Honebuto

A key area of focus in Chapter 3; Section 2-1 of the 2025 Honebuto is:

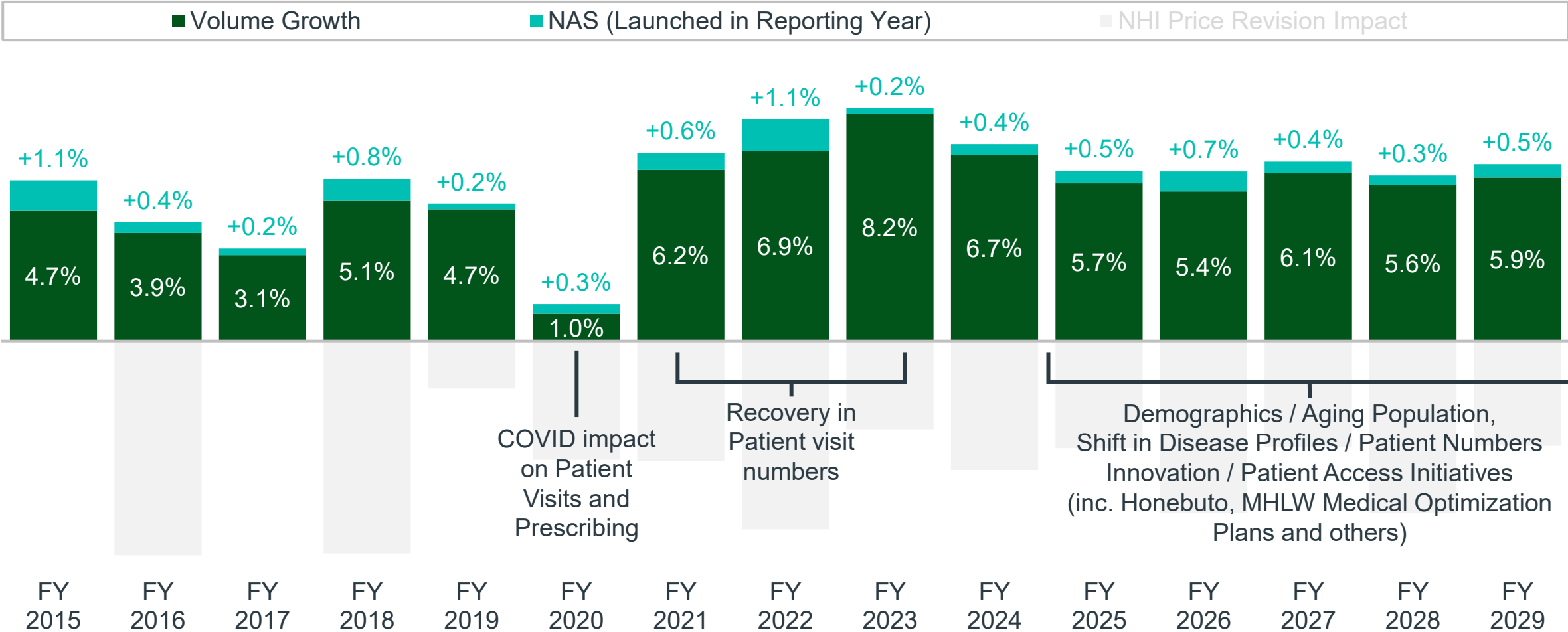
"Strengthening Drug Discovery Capabilities and Promoting Innovation"
(創薬力の強化とイノベーションの推進)

and includes the following, amongst other related initiatives:

- Establishing an international-standard clinical trial system
- Supporting the commercialization of drug discovery
- Strengthening approval review and consultation systems
- Eliminating the drug lag/loss
- Evaluating appropriate drug prices
- Verifying and further utilizing cost-effectiveness evaluation systems

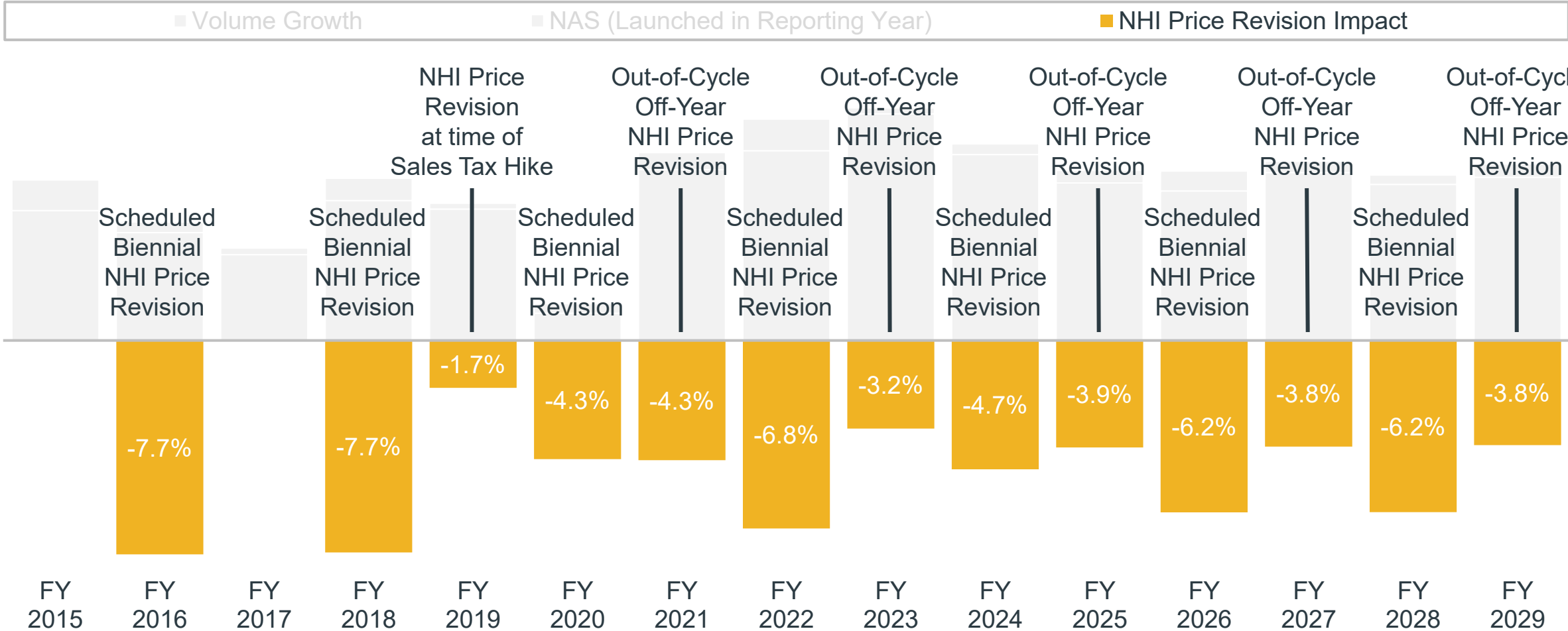
Focus on “innovation” will drive volume growth with patient access and disease shifts providing opportunities for expansion

NHI (National Health Insurance) Market Elements of Growth Japan Fiscal Year (April ~ March)



With focus on “innovation”, demographic shifts and shrinking social security budgets are putting pressure on NHI Price

NHI (National Health Insurance) Market Elements of Growth Japan Fiscal Year (April ~ March)



Source: IQVIA Japan. Japan NHI Market Update: Outlook to 2029. Japan Thought Leadership.

With focus on “innovation”, demographic shifts and shrinking social security budgets are putting pressure on NHI Price

NHI (National Health Insurance) Market Elements of Growth Japan Fiscal Year (April ~ March)

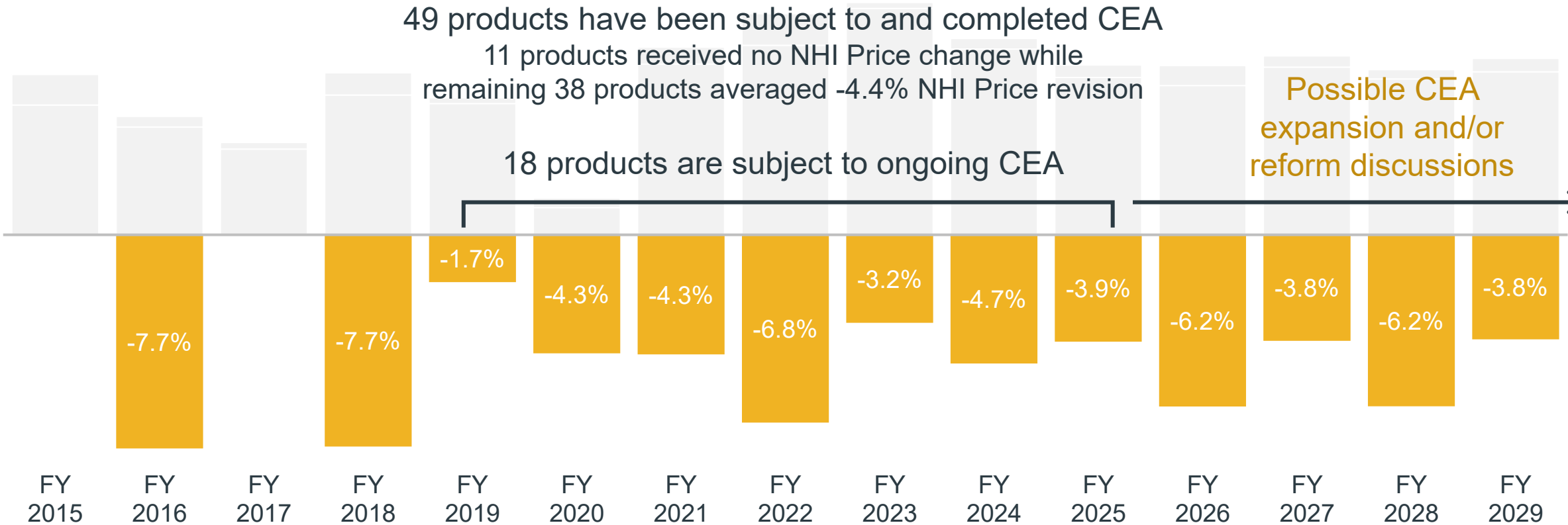


Cost Effective Assessment (CEA) was formally introduced in April 2019

49 products have been subject to and completed CEA
11 products received no NHI Price change while
remaining 38 products averaged -4.4% NHI Price revision

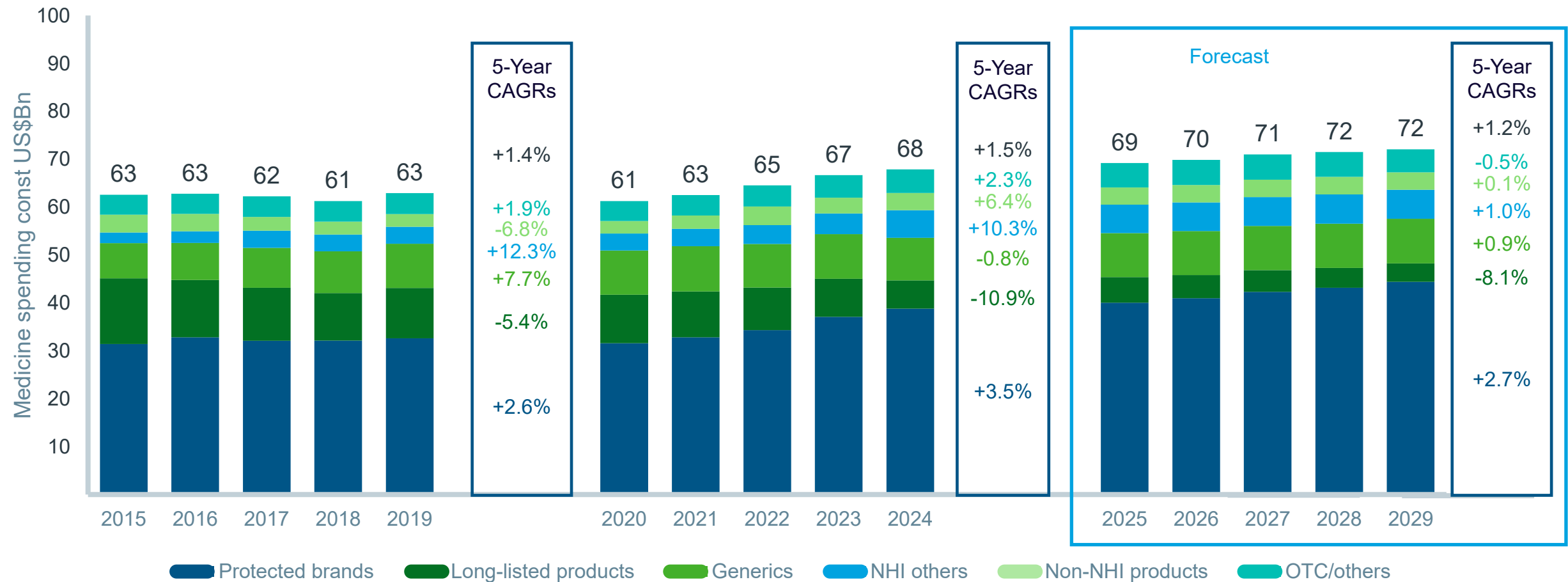
18 products are subject to ongoing CEA

Possible CEA
expansion and/or
reform discussions



Forecast top-line growth will remain flat, growth in Protected Brands expected to continue as access remains unchanged

Japan medicine spending by product type 2015–2029, constant US\$Bn



Source: IQVIA Market Prognosis, May 2025; IQVIA Institute, May 2025.

Latin America



Latin America Pharmaceutical Market

Total market

12.3 Bi units, **USD 93.1 Bi**

Retail Channel

9.8 Bi units, **USD 58.1 Bi**

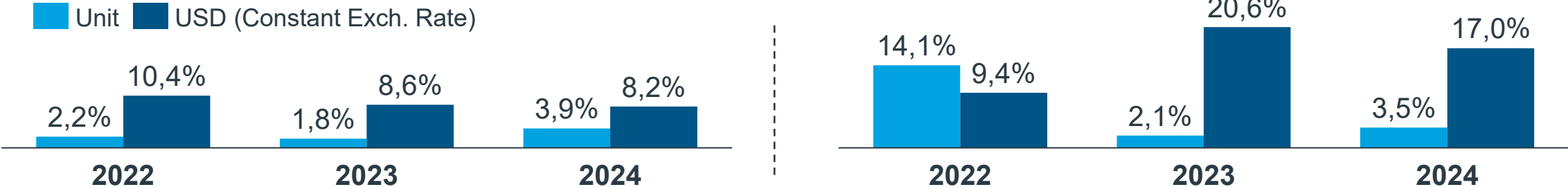
- Drugs sold at pharmacies
- Mostly paid out-of-pocket by the patient (cash market)
- Includes OTC/OTX and Prescription drugs
- Primary care / chronic drugs (e.g., CNS, diabetes, cardiovascular) dominate spend
- Innovation focused on diabetes & obesity

Non-Retail Channel

2.5 Bi, **USD 35.0 Bi**

- Mostly drugs used in in-patient settings
- Mostly payer funded (both public and private payers)
- Mostly prescription drugs
- High-cost / high complexity treatments (e.g., oncology, auto-immune) dominate spend
- Innovation across multiple therapy areas

Growth Rates (excludes COVID & ARG) – % per year



Source: Country IQVIA Audits, * 2024 = MAT Jan 2025 except BRA (MAT Feb 2025), BOL Retail (MAT Dec 2024), ARG Non-retail (MAT Dec 2024), CEA Non-retail (MAT Nov 2024) and COL non-retail (MAT Sep 2024). Constant Exchange rates used for Argentina (CCL) 1,207.00; Bolivia 6.91; Brazil 5.77; Chile 1,000.20; Colombia 4,295.53; Dominican Republic 61.39; Ecuador 1.00; Mexico 20.58; Peru 3.75; Paraguay 7,874.02; Uruguay 43.79; Central America and Venezuela based on variable exchange rates. CEA=CEA + DOM; URU=UMU+URY;

All information contained in this material is intellectual property of IQVIA Brazil and protected by copyright and other protective laws. Reproduction of the information is strictly prohibited, unless previously authorized in writing by IQVIA Brazil.

Latin America Pharmaceutical Market

Total market

12.3 Bi units, USD 93.1 Bi

OTC/OTX

4.1 Bi units, USD 16.9 Bi

Top 8 Categories	2024 Spend & Growth	
1. Cough, Cold & Allergy	\$2.4 bi	+2.4%
2. Dermacosmetics	\$2.2 bi	+9.3%
3. Vit., Min., & Supplements	\$1.6 bi	+8.4%
4. Nutrients	\$1.6 bi	+0.2%
5. Analgesics	\$1.4 bi	+5.8%
6. Gastrointestinal	\$1.2 bi	+9.1%
7. Probiotics	\$1.1 b	+10.3%
8. Muscle Relax.	\$0.9bi	+5.5%

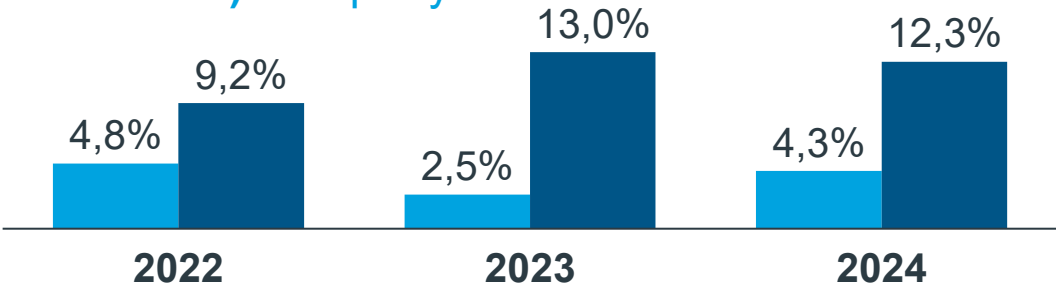
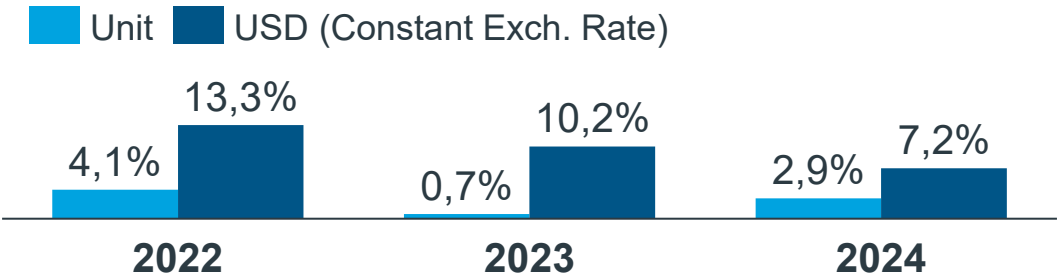
Prescription Drugs

8.2 Bi, USD 76.2 Bi

Top 8 Therapy Areas	2024 Spend & Growth	
1. Oncology	\$11.4 bi	+16.6%
2. Cardiovascular	\$7.7 bi	+8.8%
3. Diabetes	\$6.3 bi	+10.0%
4. Antibiotics/fung./virals	\$5.0 bi	-1.7%
5. Rheum/Musc. Relax.	\$4.3 bi	+11.1% →
6. CNS (Mood & Depress.)	\$3.8 bi	+7.6% →
7. Immunology	\$3.4 bi	+29.0% →
8. Gastrointestinal	\$3.1bi	+27.5% →

Growth driven by auto-immune diseases

Growth Rates (excludes COVID & ARG) – % per year

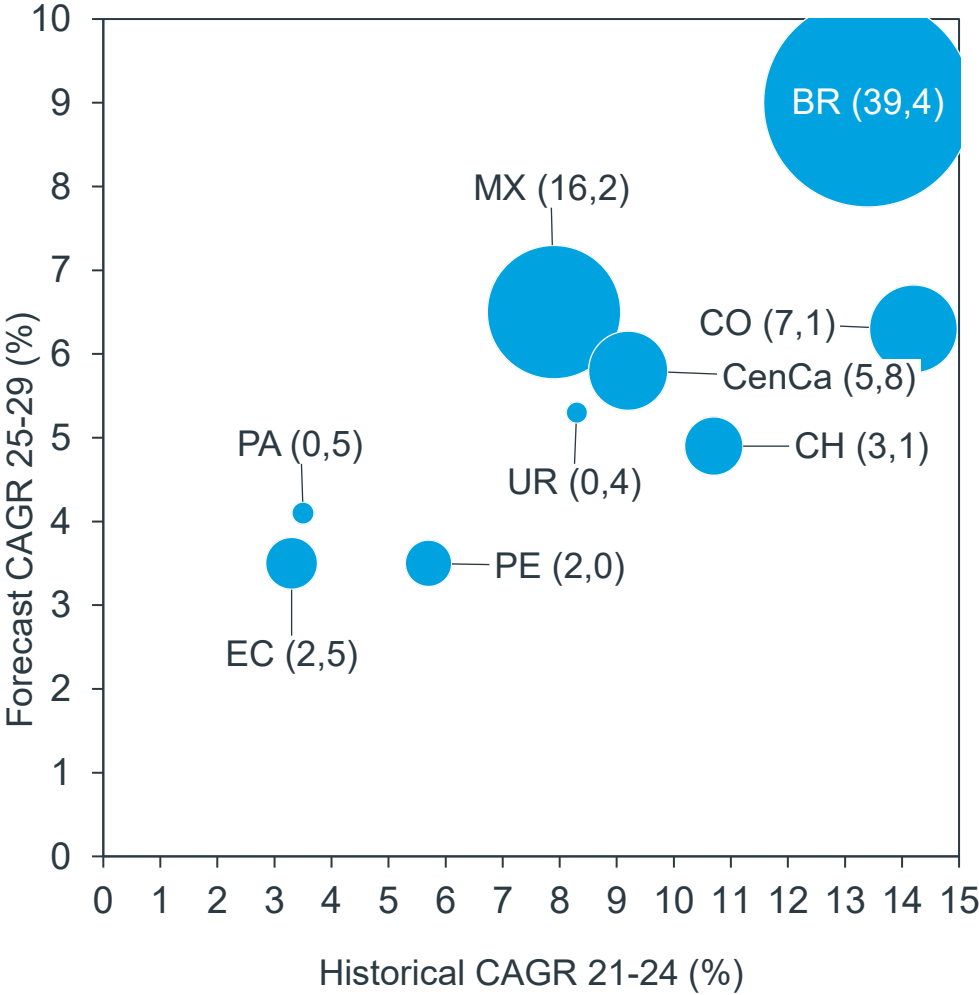


Source: Country IQVIA Audits, * 2024 = MAT Jan 2025 except BRA (MAT Feb 2025), BOL Retail (MAT Dec 2024), ARG Non-retail (MAT Dec 2024), CEA Non-retail (MAT Nov 2024) and COL non-retail (MAT Sep 2024). Constant Exchange rates used for Argentina (CCL) 1,207.00; Bolivia 6.91; Brazil 5.77; Chile 1,000.20; Colombia 4,295.53; Dominican Republic 61.39; Ecuador 1.00; Mexico 20.58; Peru 3.75; Paraguay 7,874.02; Uruguay 43.79; Central America and Venezuela based on variable exchange rates. CEA=CEA + DOM; URU=UMU+URY;

All information contained in this material is intellectual property of IQVIA Brazil and protected by copyright and other protective laws. Reproduction of the information is strictly prohibited, unless previously authorized in writing by IQVIA Brazil.

LatAm is projected to grow 8.3% in 2025 and 7.7% over 2025-29

LATAM Pharma Market Forecast – Constant* USD growth (%)



Country	History	Projected Growth					
	CAGR 2021-24	2025	2026	2027	2028	2029	CAGR 2025-29
Brazil	13.4%	11,8%	10,4%	9,3%	8,3%	7,9%	9,0%
Mexico	7.9%	5,9%	6,2%	6,7%	6,9%	6,9%	6,5%
CenCa	9.2%	5,1%	7,4%	5,8%	5,4%	5,3%	5,8%
Argentina*	146.5%	1,5%	0,5%	2,5%	2,0%	5,8%	2,4%
Colombia	14.2%	8,1%	7,2%	5,9%	5,3%	4,9%	6,3%
Ecuador	3.3%	2,5%	2,9%	3,8%	4,0%	4,4%	3,5%
Chile	10.7%	5,5%	5,3%	4,7%	4,5%	4,4%	4,9%
Peru	5.7%	2,0%	5,0%	3,5%	3,7%	3,6%	3,5%
Uruguay	8.3%	6,1%	3,3%	3,4%	3,3%	3,2%	5,3%
Bolivia	-2.7%	2,7%	1,9%	2,0%	2,1%	1,9%	2,1%
Paraguay	3.5%	6,2%	3,8%	3,7%	3,6%	3,4%	4,1%

LATAM	11.2%*	8.6%	8.3%	7.6%	7.1%	6.9%	7.7%
Retail	9.1%*	7.4%	7.3%	6.8%	6.6%	6.5%	6.9%
Non-Retail	15.6%*	10.7%	9.9%	8.9%	7.8%	7.5%	9.0%

Bubbles represent market size in 2024 (USD billion).

* Historical growth excludes Argentina and COVID Vaccines.

Source: IQVIA Market Prognosis & Local Offices Forecast Data March 2025 Edition, Forecasts include retail and non-retail (ARG, BRA, CHI, COL, ECU, PER, MEX), Local office forecasts used for CENCA, URU, PAR and BOL, Notes: *LC\$ = local currency sales converted to US dollars using a constant exchange rate (Q1 2025) *Exchange rate forecast sourced from the IQVIA Economist Intelligence Unit (EIU) (February 2025), All countries in constant exchange rate except Argentina, where variable exchange rate was used ARS: US\$: 2023: 296,26 | 2024: 913,9 | 2025: 1164,4 | 2026: 1434 | 2027: 1690,0 | 2028: 1933,1

All information contained in this material is intellectual property of IQVIA Brazil and protected by copyright and other protective laws. Reproduction of the information is strictly prohibited, unless previously authorized in writing by IQVIA Brazil.

Key country dynamics

Brazil (\$39 bi, +9.0% CAGR*)

Tailwinds

- Top 10 global pharma market
- Fast-ageing population
- Largest private market in LATAM
- Multiple access pathways – public & private
- Good access to drugs vs rest of the region
- Increasing gov't expenditures in HC & drugs
- Improved clinical trial environment

Headwinds

- Likely deceleration in gov't purchases
- Consolidation of private payers & providers
- Likely changes to CMED pricing rules
- Uncertainty regarding USA tariff negotiations

Mexico (\$16 bi, +6.5% CAGR*)

Tailwinds

- Improvement in gov't purchases, mainly IMSS and ISSSTE, focused on oncology and chronic degenerative diseases
- Strong retail performance, partially driven by access restrictions in public payers
- Surge in COFEPRIS approvals
- Rise in orphan drug designations
- Limited impact on US tariff negotiations

Headwinds

- Low overall spend on healthcare as a % of GDP
- Delayed commercial roll-out of new technologies to public system
- Increased price pressure in gov't purchases

* Market Size 2024 in USD billion, 2025-2029 projected market growth in constant USD (except Argentina that is in variable USD)

Key country dynamics

Argentina (\$14 bi, +2.4% CAGR*)

Tailwinds

- Macro-economic recovery supporting pharma market volume recovery
- Strong USD market growth driven by higher price growth vs Peso devaluation
- PAMI price gap reduction
- Creation of ANEFiTS (HTA body) – expectation of greater regulatory clarity

Headwinds

- End of PAMI Vivir Mejor program resulting in 20-25% drop in program unit purchases
- Slower uptake of innovation in private market – greater scrutiny and denials
- Some payers driving pay-for-performance type agreements

Colombia (\$7 bi, +6.3% CAGR*)

Shifting & uncertain dynamics

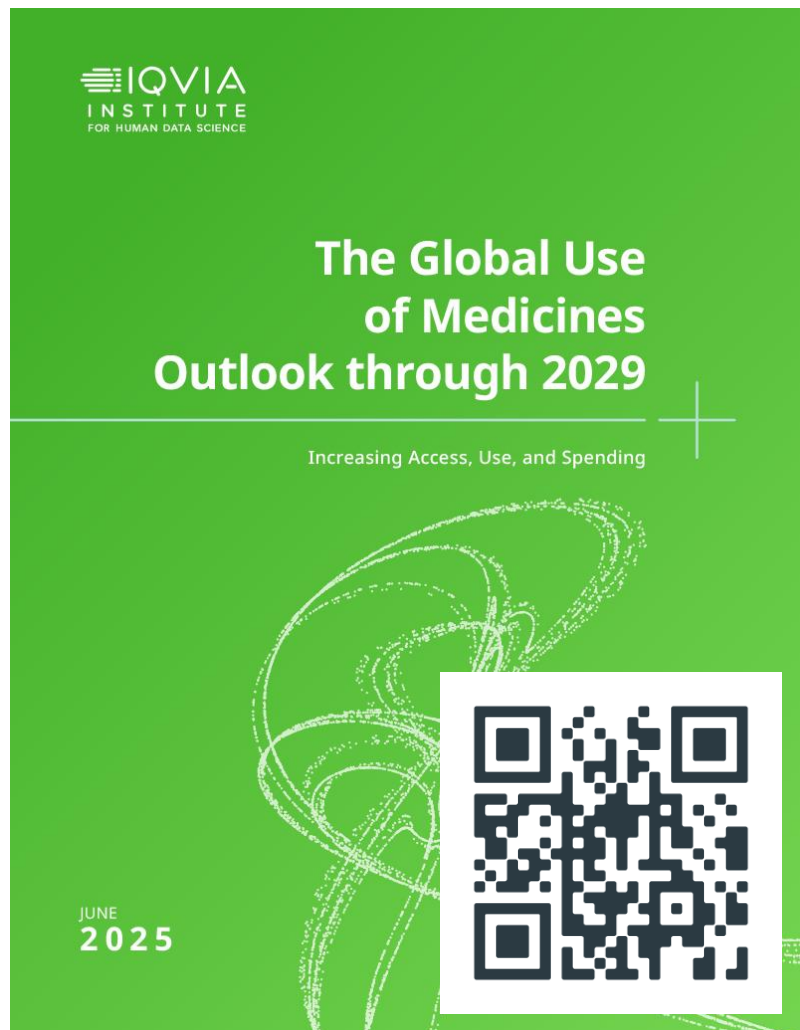
- Deficits and delay payment among EPS, hospitals and gov't threatens system stability, with continued uncertainty on future roles of different stakeholders
- Non-retail channel is experiencing volume decrease and patients are migrating to the retail, with emphasis on generics
- High-cost treatments have less availability & affordability in retail, limiting patient options
- Private insurance expands rapidly
- Increase in centralized purchases (e.g., Rare Diseases and pharma – EPS)
- Expectation of greater clarity with approval of HC reform and revision of UPC

* Market Size 2024 in USD billion, 2025-2029 projected market growth in constant USD (except Argentina that is in variable USD)

Conclusion



Connect with the IQVIA Institute



Download the full report

Keep up with our activities by joining our mailing list:



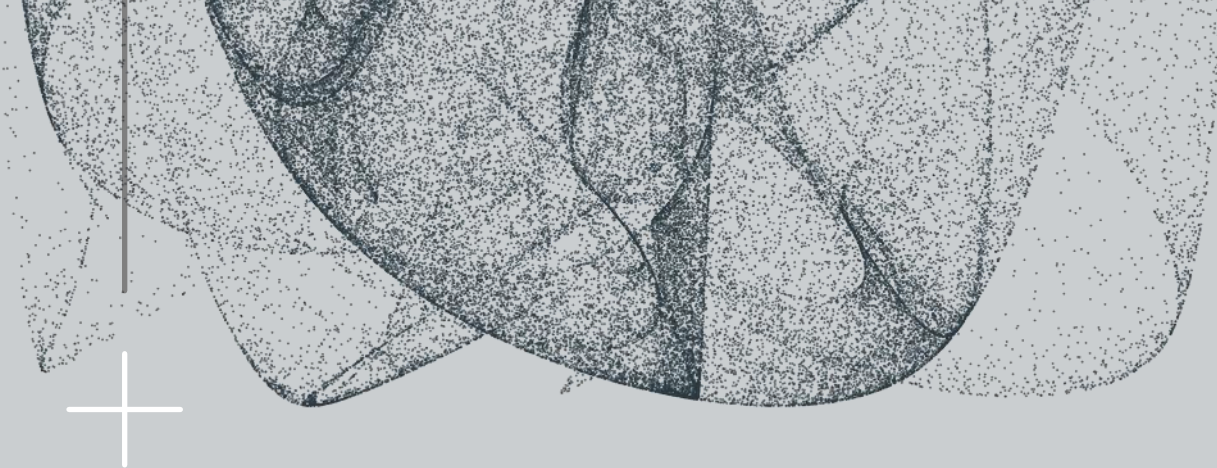
Find us on social media:



#IQVIAInstitute



@IQVIA_Institute



Thank you