



UNDERSTANDING KEY FACTORS IMPACTING GLOBAL MARKET GROWTH

Market Dynamics across the Major Developed and Pharmerging Markets

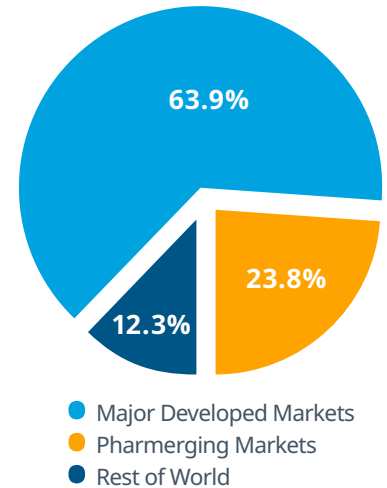
GLOBAL OVERVIEW

 **Global pharma market** is expected to grow moderately at **4.8% CAGR to 2022**

 Growth in the **21 Pharmerging** markets is **decelerating**

 **9 of the 20** biggest pharma markets by 2022 will be **Pharmerging**





MARKET SHARE BY 2022







Source: IQVIA Market Prognosis Global, October 2018

KEY FACTORS IMPACTING MARKET PERFORMANCE

MAJOR DEVELOPED MARKETS

-  **NEW PRODUCTS**
New innovative products and emerging pipeline products will be the drivers, but with a lower impact than seen in 2013-2017
-  **RESTRICTIVE REIMBURSEMENT**
Uncertainties around cost-effectiveness will slow down access to new costly therapies, while forcing players to use managed entry approach, especially in EU markets
-  **PRICING REFORMS**
Pricing reforms are high on the governments' agendas in the US, Canada and Japan, to protect the public and payers from excessively high prices of medicines
-  **ENTRY OF BIOSIMILARS**
Biosimilars uptake will accelerate as more biologics lose exclusivity, payers are financially incentivised to adopt biosimilars and attitudes among prescribers evolve

PHARMERGING MARKETS

-  **FAVOURABLE DEMOGRAPHICS**
Ageing populations and rising incidence of chronic non-communicable diseases will drive demand
-  **IMPROVING ACCESS**
Health policy will seek to improve access and increase the quality and reach of public sector provision, while also encouraging private sector participation
-  **PRICING PRESSURE**
Pricing pressure will remain high and locally manufactured generics will remain the main beneficiaries of rising demand for medicine
-  **REGULATORY ENVIRONMENT**
Improvements in regulatory quality requirements, efforts to accelerate approval process and wider adoption of fast-track procedures will improve market entry of new drugs

Source: IQVIA Market Prognosis Global, October 2018

IQVIA™ Market Prognosis Global provides a comprehensive global pharmaceutical five-year outlook with 200+ top line country forecasts, helping identify, evaluate and project key issues affecting countries and support strategic planning and corporate decision-making, at country, regional and global level.

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