

Canada's Pharmaceutical Industry - Porter's Five Forces Strategy Analysis

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Date: March 2017

Pages: 20

Price: US\$ 300.00 (Single User License)

ID: CB77B01FBBAEN

Abstracts

The Canadian pharmaceutical industry is one of the most innovative sectors in Canada and is the 10th biggest pharmaceutical market globally. While branded products account for over 75% of Canadian pharmaceutical sales, the rest is made up of prescriptions and generics combined.

Aruvian Research analyzes Canada's Pharmaceutical Industry in the Michael Porter's Five Forces Analysis. It uses concepts developed in Industrial Organization (IO) economics to derive five forces that determine the competitive intensity and therefore attractiveness of a market. Porter referred to these forces as the microenvironment, to contrast it with the more general term macroenvironment. They consist of those forces close to a company that affect its ability to serve its customers and make a profit. A change in any of the forces normally requires a company to re-assess the marketplace.

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