

Bulgaria Pharmaceuticals and Healthcare Report Q4 2016

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Abstracts

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BMI View: Bulgaria's expanding private healthcare market will provide significant revenue-earning opportunities for multinational pharmaceutical firms and medical device manufacturers. The poor state of the public healthcare system and the liberalisation of the private sector will see a rapid increase in private healthcare usage as the demand for more advanced and high-quality treatment rises. This trend is likely to be echoed across the Balkan region.

Headline Expenditure Projections

Pharmaceuticals: BGN2.71bn (USD1.54bn) in 2015 to BGN2.89bn (USD1.58bn) in 2016; +6.6% in local currency terms and +2.5% in US dollar terms. Forecast unchanged from last quarter.

Healthcare: BGN7.45bn (USD4.22bn) in 2015 to BGN7.85bn (USD4.28bn) in 2016; +5.4% in local currency terms and +1.5% in US dollar terms. Forecast unchanged from last quarter.

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