

China Pharmaceuticals and Healthcare Report Q1 2016

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Abstracts

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BMI View: Provincial and county level healthcare markets in China will become increasingly important for multinational pharmaceutical companies. This follows government reforms to channel patient volumes to local medical facilities as well as the saturation of the major hospital markets in tier one cities. Foreign firms seeking to make this shift will have to navigate the significant variances across provinces, strong competition from local drugmakers as well as the low levels of disease awareness among the rural populace.

Headline Expenditure Projections

Pharmaceuticals: CNY608bn (USD99bn) in 2014 to CNY688bn (USD108bn) by 2015; +13.0% in local currency terms and +9.2% in USD terms.

Healthcare: CNY3,594bn (USD583bn) in 2014 to CNY4,079bn (USD640bn) in 2015; +13.5% in local currency and +9.6% in USD terms.

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