

Hungary Pharmaceuticals and Healthcare Report Q1 2016

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Abstracts

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BMI View: Hungary's pharmaceutical market represents a moderate but reliable commercial prospect within Central and Eastern Europe. The government plays a key role in the provision of medical services as demonstrated by its recent ban on parallel exports of medicines and the decentralisation of primary care. We nevertheless expect the private sector to become more involved over the medium term.

Headline Expenditure Projections

Pharmaceuticals: HUF648.10bn (USD2.79bn) in 2014 to HUF660.80bn (USD2.36bn) in 2015; +2.0% in local currency terms and -15.3% in US dollar terms.

Healthcare: HUF2.38trn (USD10.22bn) in 2014 to HUF2.42trn (USD8.65bn) in 2015; +1.9% in local currency terms and -15.3% in US dollar terms.

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