

# Hungary Pharmaceuticals and Healthcare Report Q4 2015

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## Abstracts

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**BMI View:** Hungary's improving macroeconomic outlook and pledges by the government to raise healthcare expenditure will boost pharmaceutical sales in the coming years. Consumer demand for over-the-counter medicines and greater uptake of generic medicines will be the primary drivers of pharmaceutical sales growth, as uptake of innovative drugs will remain hindered by the pricing sensitivity and budgetary constraints of the OEP national healthcare fund. However, Hungary's attractiveness to multinational drugmakers will remain impeded by onerous regulatory burden, pricing pressures and punitive taxes on pharmaceutical companies.

### Headline Expenditure Projections

Pharmaceuticals: HUF640.21bn (USD2.75bn) in 2014 to HUF652.76bn (USD2.31bn) in 2015; +2.8% in local currency terms and -15.9% in US dollar terms.

Healthcare: HUF2,382bn (USD10.23bn) in 2014 to HUF2,427bn (USD8.60bn) in 2015; +1.9% in local currency terms and -15.9% in US dollar terms.

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