

# Portugal Pharmaceuticals and Healthcare Q4 2012

<https://marketpublishers.com/r/PDEF4FE1115EN.html>

Date: September 2012

Pages: 88

Price: US\$ 1,295.00 (Single User License)

ID: PDEF4FE1115EN

## Abstracts

Includes 3 FREE quarterly updates

**BMI View:** Portugal continues to implement widespread changes to its healthcare sector as part of the EU/IMF/ECB's EUR78bn economic rescue package approved in May 2011, and the effects of cuts are taking their toll on the pharmaceutical industry.

Delayed payments are commonplace, with the impact felt throughout the supply chain, and this is reducing Portugal's appeal to multinationals: Roche has suspended drug supplies to some public hospitals and press reports suggest that Merck KGaA is also considering reducing its investment in the country. While generic drug manufacturers are benefiting from moves such as obligatory prescriptions by active ingredients, the sector also claims that prices have dropped to five-year lows and that increased volume sales do not equate to increased revenues. With domestic opportunities for growth limited, at least in the short term, Portuguese drugmakers are turning to exports to bolster the bottom line. Bluepharma now exports 70% of its production and Bial has set a target of raising exports from 40% of production in 2011 to 60% by 2015.

### Headline Expenditure Projections

**Pharmaceuticals:** EUR4.47bn (US\$6.21bn) in 2011 to EUR4.24bn (US\$5.38bn) in 2012; -5.2% in local currency and -13.3% in US dollar terms. Forecast raised slightly from Q312 because of macroeconomic factors.

**Healthcare:** EUR19.59bn (US\$27.22bn) in 2011 to EUR20.13bn (US\$25.57bn) in 2012; +2.8% in local currency and -6.1% in US dollar terms. Forecast raised from Q312 because of macroeconomic factors.

**Medical Devices:** EUR740mn (US\$1.03bn) in 2011 to EUR763mn (US\$0.97bn) in 2012; +3.1% in local currency and -5.8% in US dollar terms. Forecast lowered

from Q312 because of exchange rate differences.

**Risk/Rewards Rating:** Portugal's score of 58.6 in Q412 places it at the bottom of the Pharmaceutical Risk/Reward Ratings (RRRs) table for Western Europe. Portugal's healthcare and pharmaceutical market is suffering from the impact of widespread cost cutting measures as part of the EU/IMF/ECB's three year economic adjustment package, begun in May 2011. While Portugal is generally adhering to the terms of the package, the short-term drop in spending, and the longer term impact this will have on the pharmaceutical market hamper Portugal's growth prospects. In terms of country risk and rewards, the Portuguese have lower spending power, high levels of unemployment, and many of the young are emigrating, leaving an ageing population behind.

### **Key Trends & Developments**

Infarmed – part of the Ministry of Health – has responsible for the pricing of medicines since August 1 2012. Previously, it was the role of part of the Ministry of Economy.

Delays in government payments to pharmaceutical companies prevail: in April 2012, payments took an average of 542 days to reach suppliers, according to Apifarma. Press reports claim Merck KGsA is considering withdrawing investment from the country unless these delays are resolved.

Changes to the market are producing mixed results for the manufacturers of generic drugs: at the end of June 2012, Infarmed reported that they took a 25% market share, but with average prices dropping to a five-year low.

**BMI Economic View:** Portugal may be on track in terms of meeting its obligations as part of its three year EU/ECB/IMF economic adjustment programme, but nearly halfway through the programme, there are few reasons to be optimistic. Unemployment is high, and with two more years of recession on the horizon, the prospects for short-term economic growth are limited.

**BMI Political View:** Portugal's government may well be doing its homework as part of the EU and IMF's imposed austerity measures, but that does not mean that it has public support for each and every measure. In July 2012, public sector doctors went on

a two-day strike to protest at cost cutting measures, and the government will have a hard time justifying austerity measures when consumer spending power is low, unemployment is high and the short-term outlook is far from rosy.

## Contents

- Executive Summary
- SWOT Analysis
- Portugal Pharmaceuticals And Healthcare Industry SWOT
- Portugal Political SWOT
- Portugal Economic SWOT
- Portugal Business Environment SWOT
- Pharmaceutical Risk/Reward Ratings
  - Table: Western Europe Pharmaceutical Risk/Reward Ratings, Q412
- Rewards
- Risks
- Portugal – Market Summary
- Regulatory Regime
- Parallel Imports
- Recent EU Regulatory Developments
- Pricing Regime
- Patented Products
- Generic Drugs
- OTC Medicines
- Reimbursement Regime
- Pharmacoeconomics
- Industry Trends and Developments
- Epidemiology
- Healthcare System
- Pharmaceutical Industry
- Company Developments
- Wholesale Sector
- Pharmacy Sector
- Clinical Research
- Medical Devices
- Industry Forecast Scenario
- Overall Market Forecast
  - Table: Pharmaceutical Sales Indicators 2008-2016
- Key Growth Factors – Industry
  - Table: Healthcare Expenditure Indicators 2008-2016
  - Table: Healthcare Governmental Indicators 2008-2016
  - Table: Healthcare Private Indicators 2008-2016
  - Table: Portugal – Economic Activity 2011-2016

## Prescription Drug Market Forecast

Table: Prescription Drug Sales Indicators 2008-2016

## Patented Drug Market Forecast

Table: Patented Drug Market Indicators 2008-2016

## Generic Drug Market Forecast

Table: Generic Drug Sales Indicators 2008-2016

Table: Top Generic Drugs By Value In 2011

Table: Average Price Of Top Generic Drugs By Value 2010-2011

## Portugal Pharmaceuticals and Healthcare Report Q4 2012

© Business Monitor International Ltd Page

## OTC Medicine Market Forecast

Table: OTC Medicine Sales Indicators 2008-2016

Table: OTC Sales Outside Of Pharmacies By Therapeutic Group (Jan-Nov 2011)

Table: OTC Sales Outside Of Pharmacies By District (Jan-Nov 2011)

Table: OTC Sales Outside Of Pharmacies By Sales Outlet (Jan-Nov 2011)

Table: Portugal OTC Sales Outside Of Pharmacies By Active Ingredient (Jan-Nov 2011)

## Pharmaceutical Trade Forecast

Table: Exports and Imports Indicators 2008-2016

## Other Healthcare Data Forecasts

## Key Risks To BMI's Forecasts

## Competitive Landscape

Table: Number Of Pharmaceutical Companies, Wholesalers, Pharmacies, Pharmacy Extensions And Drug Stores In Portugal

## Company Profiles

Hovione

Bial

Medinfar

Bluepharma

## Demographic Outlook

Table: Population By Age Group, 1990-2020 ('000)

Table: Population By Age Group, 1990-2020 (% of total)

Table: Key Population Ratios, 1990-2020

Table: Rural And Urban Population, 1990-2020

## Glossary

## BMI Methodology

## How We Generate Our Pharmaceutical Industry Forecasts

## Pharmaceuticals Business Environment Ratings

## Risk/Reward Ratings Methodology

## Ratings Overview

Table: Pharmaceutical Business Environment Indicators

## Weighting

Table: Weighting Of Components

## Sources

## I would like to order

Product name: Portugal Pharmaceuticals and Healthcare Q4 2012

Product link: <https://marketpublishers.com/r/PDEF4FE1115EN.html>

Price: US\$ 1,295.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/PDEF4FE1115EN.html>