

# Romania Pharmaceuticals and Healthcare Report Q1 2016

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## Abstracts

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BMI View: Consumer healthcare will be a key growth sector in the Romanian pharmaceutical market - supported by strong patient demand and the expansion of pharmacies in the country. This comes as the sector is supported by positive pricing and advertising regulations in the country, thus allowing firms to leverage upon the expansion of pharmacies as well as the trend of self medication among younger patients.

Household incomes are also expected to rise in line with Romania's economic outperformance in Europe, further buoying OTC drug sales, but also supporting wider pharmaceutical sector.

### Headline Expenditure Projections

Pharmaceuticals: RON14.19bn (USD4.28bn) in 2014 to RON14.94bn (USD3.67bn) in 2015; +5.3% in local currency terms and -14.3% in US dollar terms. Forecast unchanged from Q415.

Healthcare: RON35.40bn (USD10.68bn) in 2014 to RON37.08bn (USD9.10bn) in 2015; +4.7% in local currency terms and -14.8% in US dollar terms. Forecast unchanged from Q415.

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