

Serbia Pharmaceuticals and Healthcare Report Q1 2016

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Abstracts

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BMI View: The Serbian pharmaceutical and healthcare market represents a challenging environment for foreign drugmakers. Government cost containment, implemented through severe drug price cuts by the RFZO, will dampen growth. Furthermore, an increasing reliance on private health spending will impact pharmaceutical sales as the worsening macroeconomic outlook will reduce consumer spending power.

Headline Expenditure Projections

Pharmaceuticals: RSD92.43bn (USD1.05bn) in 2014 to RSD91.42bn (USD820mn) in 2015; -1.1% in local currency terms and -21.5% in US dollar terms. Forecast unchanged from Q415.

Healthcare: RSD389.48bn (USD4.40bn) in 2014 to RSD384.91bn (USD3.45bn) in 2015; -1.2% in local currency terms and -21.6% in US dollar terms. Forecasts unchanged from Q415.

Contents

BMI Industry View

Table: Headline Pharmaceuticals & Healthcare Forecasts (Serbia 2013-2019)

SWOT

Industry Forecast

Pharmaceutical Market Forecast

Table: Pharmaceutical Sales, Historical Data And Forecasts (Serbia 2013-2019)

Healthcare Market Forecast

Table: Healthcare Expenditure Trends, Historical Data And Forecasts (Serbia 2013-2019)

Table: Government Healthcare Expenditure Trends, Historical Data And Forecasts (Serbia 2013-2019)

Table: Private Healthcare Expenditure Trends, Historical Data And Forecasts (Serbia 2013-2019)

Prescription Drug Market Forecast

Table: Prescription Drug Market Indicators, Historical Data And Forecasts (Serbia 2013-2019)

Patented Drug Market Forecast

Table: Patented Drug Market Indicators, Historical Data And Forecasts (Serbia 2013-2019)

Generic Drug Market Forecast

Table: Generic Drug Market Indicators, Historical Data And Forecasts (Serbia 2013-2019)

OTC Medicines Market Forecast

Table: Over-The-Counter (OTC) Medicine Market Indicators, Historical Data And Forecasts (Serbia 2013-2019)

Pharmaceutical Trade Forecast

Table: Pharmaceutical Trade Data And Forecasts (Serbia 2013-2019)

Table: Pharmaceutical Trade Data And Forecasts local currency (Serbia 2013-2019)

Pharmaceuticals & Healthcare Risk/Reward Index

Central And Eastern Europe Risk/Reward Index - Q1 2016

Serbia Risk/Reward Index

Rewards

Risks

Regulatory Review

Registration Renewals

Intellectual Property Environment

Promotion

Pricing Regime

Reimbursement Regime

Market Overview

Epidemiology

Table: Serbian Cancer Incidence Rates, 2012-2035

Healthcare Sector

Healthcare Insurance

Table: Healthcare Resources (Serbia 2009-2014)

Table: Healthcare Personnel (Serbia 2009-2014)

Table: Healthcare Activity (Serbia 2009-2014)

Research & Development

Clinical Trials

Competitive Landscape

Research-Based Industry

Generic Drugmakers

Pharmaceutical Distribution

Pharmaceutical Retail Sector

Company Profile

GlaxoSmithKline

Krka

Merck

Novartis

Pfizer

Sanofi

Zdravlje Actavis

Demographic Forecast

Table: Population Headline Indicators (Serbia 2005-2025)

Table: Population By Age Group (Serbia 2005-2025)

Table: Population By Age Group % (Serbia 2005-2025)

Glossary

Methodology

Pharmaceutical Expenditure Forecast Model

Healthcare Expenditure Forecast Model

Notes On Methodology

Risk/Reward Index Methodology

Index Overview

Table: Pharmaceutical Risk/Reward Index Indicators

Indicator Weightings

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