

# Singapore Pharmaceuticals and Healthcare Report Q4 2016

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## Abstracts

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**BMI View:** The delivery of healthcare in Singapore will continue to change as the country looks to deepen the integration of technology with its medical sector. This will see a shift in the flow of patients seeking medical services, their interaction with physicians and potentially the use of pharmaceuticals as mobile applications play a greater role. Consequently, drugmakers will have to adapt their marketing strategies to account for these shifts in the patient journey to capture the commercial opportunities in the Singapore market.

### Headline Expenditure Projections

Pharmaceuticals: SGD1.1bn (USD798mn) in 2015 to SGD1.2bn (USD844mn) by 2016; +5.4% in local currency terms and 5.7% in USD terms. US dollar values upgraded in line with shifts in currency.

Healthcare: SGD21.3bn (USD15.5bn) in 2015 to SGD23.5bn (USD17.2bn) by 2016; +10.5% in local currency terms and 10.8% in USD terms. US dollar values upgraded in line with currency changes.

### Risk/Reward Index

Singapore is ranked seventh out of 19 other Asia Pacific markets (scoring 60.9 out of a maximum 100) on BMI's Pharmaceutical Risk/Reward Index for Q416. The country's above average score on country rewards (scoring 17.1 out of 21.0) with the highest

score for risk (27.8 out of 35) in the region is weighed down by the limited industry rewards (16.0 out of 44.0) due to the country's small population.

### Latest Updates

In May 2016, Mundipharma announced that it will be establishing a new SGD100mn (USD74mn) global research and development (R&D) centre in the country. Slated to begin operations in January 2018, the facility will be the world's first betadine consumer health hub that combines R&D, manufacturing and distribution into one. A key focus of the hub would be on finding new ways to combat infectious diseases.

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