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Abstracts

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BMI View: The US pharmaceutical market is, and will continue to remain, the most attractive globally. Due to ongoing challenges in Western Europe and emerging markets, drug companies should increasingly prioritise the US for commercialisation efforts, as well as R&D and manufacturing investments. The key downside risk to this positive outlook is increased pricing pressure from the government and other payers.

Headline Expenditure Projections

Pharmaceuticals: USD333.4bn in 2015 to USD349.9bn in 2016; +4.9% growth. Market forecast revised upwards since Q116 due to consideration and incorporation of new company sales data.

Healthcare: USD3.1trn in 2015 to USD3.3trn in 2016; +5.0% growth. Forecast unchanged since Q315.

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