

Pharmaceuticals in Australia: ISIC 2423

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Abstracts

PPI

Euromonitor International's Industrial reports provide a 360 degree view of an industry. The Industrial market report offers a comprehensive guide to the size and shape of the Pharmaceuticals market at a national level. It provides the latest retail sales data, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, packaging innovations, economic/lifestyle influences, distribution or pricing issues. Forecasts illustrate how the market is set to change.

Product coverage: Active Substances and Basic Pharmaceutical Products, Anti-Infectives, Hormones, Other Pharmaceutical Products, Therapeutics, Vaccines and Other Immunological Products, Vitamins, Herbal Medicines, Supplements and Tonics.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

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Get a detailed picture of the Pharmaceuticals market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

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Contents

PHARMACEUTICALS IN AUSTRALIA: ISIC 2423

HEADLINES

INDUSTRY OVERVIEW

CHART 1 Key Industry's Indicators 2017-2027

PRODUCTION SCORECARD

Summary 1 Scorecard of Production Pillar 2017-2027

CHART 2 Production Value Developed Countries Comparison 2022

CHART 3 Production Value per Capita Developed Countries Comparison 2022

CHART 4 Production Value Growth Developed Countries Comparison 2017-2027

CHART 5 Future and Absolute Growth of Production Value Developed Countries Comparison 2022-2027

CHART 6 Production Value 2017-2027

CHART 7 Production Value by Category 2017-2022

CHART 8 Production Value by Category 2022-2027

CHART 9 Production Value per Employee 2017-2022

CHART 10 Exports 2017-2022

CHART 11 Exports Developed Countries Comparison 2022

COST STRUCTURE

CHART 12 Cost Structure Comparison 2022

CHART 13 Cost Structure 2017-2022

CHART 14 Prices of Selected Commodities 2022 Q3-2023 Q4, Index

CHART 15 Profit and Profit Margin 2017-2022

CHART 16 Average Salary 2017-2022

CHART 17 Labour Costs and Employee Productivity Comparison 2017-2022

FIRMOGRAPHICS

CHART 18 Number of Companies by Size 2017/2022

CHART 19 Competitive Landscape Structure by Company Size 2017/2022

CHART 20 Top Companies' Ranking 2017-2022 and % of Production Value 2022

MARKET OVERVIEW

CONSUMPTION SCORECARD

Summary 2 Scorecard of Consumption 2017-2022

CHART 21 Market Size Developed Countries Comparison 2022

CHART 22 Market Size per Capita Developed Countries Comparison 2022

CHART 23 Market Size Growth Developed Countries Comparison 2017-2022

CHART 24 Market Size Absolute and Average Historic Growth Developed Countries Comparison 2017-2022

CHART 25 Market Structure by Buyer 2017-2022

CHART 26 Market Structure 2017-2022

CHART 27 Imports 2017-2022

CHART 28 Imports Developed Countries Comparison 2022

ATTRACTIVENESS INDEX

CHART 29 Attractiveness Index in Selected Industries 2022

CHART 30 Pharmaceuticals Attractiveness Index Comparison Across All Industries
2022

CHART 31 Attractiveness Index Methodology

ECONOMIC CONTEXT AND LABOUR MARKET

Summary 3 Economic Context and Labour Market 2022-2027

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