

Branded vs Generic Drugs in Russia and CEE – Expert Insights

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Abstracts

Across Russia and former Communist countries in Central and Eastern Europe, the battle for market share is being played out on three fronts between patented drugs, branded and commodity generics.

And it's not surprising. While consumers prefer the status of innovative patented drugs produced by recognizable Western pharma giants, they are culturally attached to inexpensive, government-subsidized products. And as more and more patented blockbusters go off-patent, branded generics and commodity products alike have gained ground.

Yet the barriers to winning the hearts and wallets of consumers in the region are considerable. Government reimbursement schemes encourage the use of commodity generic brands, which are four times less expensive than patented medications. Legal issues abound, too. Competition between branded and commodity drugs often leads to intellectual property court battles and patent disputes. And in a region well-supported by generics companies, innovative drug brands are often priced out of competition.

Even so, many experts believe that despite the crowded market, there is still room for new entrants in many categories. In *Branded vs Generic Drugs in Russia and CEE – expert insights*, FirstWord assesses the pharma landscape in CEE countries, including Bulgaria, Czech Republic, Estonia, Hungary, Latvia, Lithuania, Poland, Romania, Russia and Slovakia. The report offers an historical perspective cast against economics, cultural preferences and most importantly, the current market climate. Featuring case studies, key insights and interview transcripts with pharmaceutical leaders in the region, the report defines the scope of pharma's challenges in the region.

The report offers insights into:

The current climate market, broken down by branded and generic sectors

How innovative pharmaceutical companies can make inroads into the region

The report

Offers an historical, cultural and economic breakdown of the region

Reviews which companies are gaining headway, and why

Includes full transcripts of interviews with key pharmaceutical executives

Offers case studies from leading companies including Pfizer and Gedeon Richter

SOME OF THE KEY COMPANIES ANALYZED IN THIS REPORT

GlaxoSmithKline

AstraZeneca

Merck

Teva

Gedeon Richter

Sopharma

Chaikapharma

Biovet

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