

# Pharmaceuticals in Italy - Market Summary, Competitive Analysis and Forecast, 2016-2025

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## Abstracts

Pharmaceuticals in Italy - Market @Summary, Competitive Analysis and Forecast, 2016-2025

### SUMMARY

Pharmaceuticals in Italy industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value 2016-20, and forecast to 2025). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

### KEY HIGHLIGHTS

The pharmaceuticals market consists of ethical drugs only and does not include consumer healthcare or animal healthcare.

The Italian pharmaceuticals market had total revenues of \$25.4bn in 2020, representing a compound annual rate of change (CARC) of -0.3% between 2016 and 2020.

Against a turbulent economic climate, the Italian government has aimed to make cuts to spending where possible. Resultantly, the use of generic or biosimilar drugs has become an increasingly popular alternative to more expensive, brand-name drugs. This has hindered growth in the market due to the increasing prevalence of cheaper alternatives.

An ageing population in Italy has led to an increase in age-associated disease,

such as diabetes and cardiovascular diseases. This trend will continue to drive demand for pharmaceutical products in the long term, which could help the market to withstand further decline.

## **SCOPE**

Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the pharmaceuticals market in Italy

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the pharmaceuticals market in Italy

Leading company profiles reveal details of key pharmaceuticals market players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the Italy pharmaceuticals market with five year forecasts

## **REASONS TO BUY**

What was the size of the Italy pharmaceuticals market by value in 2020?

What will be the size of the Italy pharmaceuticals market in 2025?

What factors are affecting the strength of competition in the Italy pharmaceuticals market?

How has the market performed over the last five years?

Who are the top competitors in Italy's pharmaceuticals market?

## Contents

### **1 EXECUTIVE SUMMARY**

- 1.1. Market value
- 1.2. Market value forecast
- 1.3. Geography segmentation
- 1.4. Market share
- 1.5. Market rivalry
- 1.6. Competitive Landscape

### **2 MARKET OVERVIEW**

- 2.1. Market definition
- 2.2. Market analysis

### **3 MARKET DATA**

- 3.1. Market value

### **4 MARKET SEGMENTATION**

- 4.1. Geography segmentation

### **5 MARKET OUTLOOK**

- 5.1. Market value forecast

### **6 FIVE FORCES ANALYSIS**

- 6.1. Summary
- 6.2. Buyer power
- 6.3. Supplier power
- 6.4. New entrants
- 6.5. Threat of substitutes
- 6.6. Degree of rivalry

### **7 COMPETITIVE LANDSCAPE**

- 7.1. Market share
- 7.2. Who are the leading players?
- 7.3. What are the strengths of leading players?
- 7.4. What strategies do leading players follow?
- 7.5. What has been the most significant M&A activity in recent years?

## **8 COMPANY PROFILES**

- 8.1. Pfizer Inc.
- 8.2. A Menarini Industrie Farmaceutiche Riunite Srl
- 8.3. Chiesi Farmaceutici SpA
- 8.4. Recordati S.p.A.

## **9 MACROECONOMIC INDICATORS**

- 9.1. Country data

## **10 APPENDIX**

- 10.1. Methodology
- 10.2. Industry associations
- 10.3. Related MarketLine research
- 10.4. About MarketLine

## List Of Tables

### LIST OF TABLES

- Table 1: Italy pharmaceuticals market value: \$ billion, 2016-20
- Table 2: Italy pharmaceuticals market geography segmentation: \$ billion, 2020
- Table 3: Italy pharmaceuticals market value forecast: \$ billion, 2020-25
- Table 4: Italy pharmaceuticals market share: % share, by value, 2020
- Table 5: Pfizer Inc.: key facts
- Table 6: Pfizer Inc.: Annual Financial Ratios
- Table 7: Pfizer Inc.: Key Employees
- Table 8: Pfizer Inc.: Key Employees Continued
- Table 9: A Menarini Industrie Farmaceutiche Riunite Srl: key facts
- Table 10: A Menarini Industrie Farmaceutiche Riunite Srl: Key Employees
- Table 11: Chiesi Farmaceutici SpA: key facts
- Table 12: Chiesi Farmaceutici SpA: Key Employees
- Table 13: Recordati S.p.A.: key facts
- Table 14: Recordati S.p.A.: Annual Financial Ratios
- Table 15: Recordati S.p.A.: Key Employees
- Table 16: Recordati S.p.A.: Key Employees Continued
- Table 17: Italy size of population (million), 2016-20
- Table 18: Italy gdp (constant 2005 prices, \$ billion), 2016-20
- Table 19: Italy gdp (current prices, \$ billion), 2016-20
- Table 20: Italy inflation, 2016-20
- Table 21: Italy consumer price index (absolute), 2016-20
- Table 22: Italy exchange rate, 2016-20

## List Of Figures

### LIST OF FIGURES

Figure 1: Italy pharmaceuticals market value: \$ billion, 2016-20

Figure 2: Italy pharmaceuticals market geography segmentation: % share, by value, 2020

Figure 3: Italy pharmaceuticals market value forecast: \$ billion, 2020-25

Figure 4: Forces driving competition in the pharmaceuticals market in Italy, 2020

Figure 5: Drivers of buyer power in the pharmaceuticals market in Italy, 2020

Figure 6: Drivers of supplier power in the pharmaceuticals market in Italy, 2020

Figure 7: Factors influencing the likelihood of new entrants in the pharmaceuticals market in Italy, 2020

Figure 8: Factors influencing the threat of substitutes in the pharmaceuticals market in Italy, 2020

Figure 9: Drivers of degree of rivalry in the pharmaceuticals market in Italy, 2020

Figure 10: Italy pharmaceuticals market share: % share, by value, 2020

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