

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

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Abstracts

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SUMMARY

Pharmaceuticals in Turkey industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value and volume 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 Turkish pharmaceuticals market had total revenues of \$5.6bn in 2020, representing a compound annual growth rate (CAGR) of 17.7% between 2016 and 2020.

Strong growth in the Turkish market has been buoyed by greater urbanization and easier access to healthcare since the introduction of the Health Transformation Program in 2003.

Like many European countries, Turkey has witnessed growing demand amongst policy makers for cheaper, generic substitutes to originator drugs. This could impede growth in the market, given that generic substitutes are typically cheaper

than branded products.

SCOPE

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

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

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 Turkey pharmaceuticals market with five year forecasts by both value and volume

REASONS TO BUY

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

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

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

How has the market performed over the last five years?

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

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