

Branded Generics in Emerging Markets: By Disease Indication (Cardiovascular Diseases, Diabetes, Cancer, Neurological Disorders, Gastrointestinal Diseases, Dermatology Diseases, and Others), By Route of Administration (Oral, Parenteral, Topical, and Others), By Distribution Channel (Hospital Pharmacies, Retail Pharmacies, Drug Stores, and Online Pharmacies), and Geography - Market Estimation, Dynamics, Regional Share, Trends, Competitor Analysis 2012-2016 and Forecast 2017-2023

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Abstracts

Branded Generics in Emerging Countries Report Description:

Branded Generics in Emerging Countries report gives comprehensive outlook on branded generics across the emerging countries with special emphasis on key regions such as BRICS, ASEAN, and Latin America regions. This report on branded generics in emerging countries gives historical, current, and future market sizes (US\$ Mn) of disease indications, route of administration, distribution channels, and geographic regions. This report studies branded generics market dynamics in emerging countries elaborately to identify the current trends & drivers, future market opportunities and possible challenges to the key stakeholders operating in the market. In addition, branded generics in emerging countries report includes new product introductions, recent drug patent expiration data, regulatory scenario, collaborations & distribution agreements and competition analysis with vividly illustrated the competition dashboard

to assess the market competition. Moreover, PBI analyzed the branded generics market in emerging countries to better equip the clients with possible investment opportunities across the regions (Regional Investment Hot-Spots) and market unmet needs (Disease Opportunities). Key stakeholders of the branded generics in emerging countries report include suppliers, manufacturers, marketers, engaged in manufacturing and supply of pharmaceutical products.

Branded Generics in Emerging Countries:

The Branded Generics Market in Emerging countries estimated to be valued US\$ XX Mn in 2017 and poised to grow at CAGR of XX% over 2017 to 2023. Market for branded generics projected to reach US\$ XX Mn by 2023 owing to rise in out-of-pocket healthcare expenditure and availability of large untapped market.

Rise in out-of-pocket healthcare expenditure and vast market opportunities expected to drive market revenue growth significantly

The healthcare spending as % of total private healthcare expenditure is high in major countries such as India, China, and Brazil, which is likely to impact market growth positively over the forecast period. For instance in 2014, According to World Bank global health expenditure database, Out-of-pocket health expenditure (% of private expenditure on health) in India and China were 89.2% and 72.3% respectively. Moreover, several countries in emerging markets witnessing growing middleclass and rise in incomes, which is expected to create significant demand for branded generics in the emerging countries. In addition, emerging countries accounts for more than 50% of branded generics sales across the global, this helps the multinational and local pharmaceutical companies to capitalize the ever-growing market opportunities in the region.

Governments pushing for low cost drugs to improve market access

The rising demand for affordable and high quality medicines in emerging countries and local government's initiative improve the healthcare access by means of building healthcare infrastructure and price regulations paving the way for branded generics, which enjoys loyalty from larger stakeholders. Moreover, the mixed demographic profile, rising chronic diseases creating the demand for high quality branded drugs in the emerging countries. However, unique players need to understand the unique challenge of access and affordability in the region to withstand current market competition and to derive the long-term strategy.

Asia-Pacific region leads the market with higher revenue share and growth

Asia-pacific region leads the branded generics market in emerging countries in terms of revenue in 2016 and projected to remain dominant across the forecast period owing to high out-of-pocket healthcare expenditure, rising prevalence of chronic diseases, and growing middle class population. Latin America presented better growth opportunities for the market players.

COMPETITION ASSESSMENT

Key players profiles in the global Branded Generics in Emerging Countries include:

Abbott Laboratories (U.S.)

Apotex Inc. (Canada)

AstraZeneca (U.K)

CSPC Pharmaceutical Group Limited. (China)

Dr. Reddy's Laboratories Ltd. (India)

GlaxoSmithKline plc (U.K)

Mylan N.V. (U.S.)

Nichi-Iko Pharmaceutical Co., Ltd (Japan)

Novartis AG (Switzerland)

Pfizer Inc. (U.S)

Sanofi (France)

Sun Pharmaceutical Industries Ltd. (India)

Teva Pharmaceutical Industries Ltd (Israel)

Valeant Pharmaceuticals International, Inc. (Canada)

Market players are focusing on mergers and acquisitions to improve their market position in emerging countries. For instance, in 2016, Sun pharma acquired Russian drug maker Biosintez as to step up focus on emerging countries.

KEY FINDINGS OF THE REPORT:

Branded Generics Countries in emerging countries expanding at XX% CAGR over 2017 to 2023 to reach market value of US\$ XX Mn by 2023

Based on diseases indication, cardio vascular diseases sub-segment accounted for larger market share in 2016 and projected to dominate throughout the forecast period

Retail pharmacies are prime distribution channels for branded generics in emerging countries owing to wider accessibility

Players focusing on mergers and acquisitions to expand geographic presence to garner market opportunities in developing economies

KEY FEATURES OF THE REPORT:

The report provides granular level information about the market size, regional market share, historic market (2012-2016) and forecast (2017-2023)

The report covers in-detail insights about the competitor's overview, company share analysis, key market developments, and their key strategies

The report outlines drivers, restraints, unmet needs, and trends that are currently affecting the market

The report tracks recent innovations, key developments and startup's details that are actively working in the market

The report provides plethora of information about market entry strategies, regulatory framework and reimbursement scenario

The report analyses the impact of socio-political environment through PESTLE Analysis and competition through Porter's Five Force Analysis in addition to recent technology advancements and innovations in the market

DETAILED SEGMENTATION

By Diseases Indication

Cardiovascular Diseases

Diabetes

Cancer

Neurological Disorders

Gastrointestinal Diseases

Dermatology Diseases

Others

By Route of Administration

Oral

Parenteral

Topical

Others

By Distribution Channel

Hospital Pharmacies

Retail Pharmacies

Drug Stores

Online Pharmacies

Geography

Asia-Pacific

China

India

ASEAN (Includes Indonesia, Thailand, Vietnam, Philippines, Malaysia, and Others)

Rest of Asia- Pacific

Latin America

Brazil

Poland

Argentina

Mexico

Venezuela

Rest of Latin America

Europe

Russia

Romania

Rest of Europe

Rest of the World (RoW)

Turkey

Saudi Arabia

South Africa

Egypt

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