

Brazil Pharmaceutical Market Outlook 2018

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Abstracts

Brazil is considered as one of the most lucrative healthcare markets, accounting for the highest healthcare expenditure in Latin America. It is the largest pharmaceutical market in Latin America and the fifth largest globally. Strong government support and high healthcare services demand are two of the major factors propelling the country's pharmaceutical market. Drug makers are also keen to tap the Brazilian market because it is one of the most lucrative and fastest-growing pharma markets worldwide. Pharma companies such as Sanofi, Pfizer, Boehringer Ingelheim, Sun Pharma, GSK, etc., have been trying to expand their businesses in Latin America following acquisition of domestic manufactures.

The Brazilian Government has adopted several initiatives and implemented appropriate plans and policies that have resulted in the positive development of the country's overall healthcare services and facilities. In our latest research study "Brazil Pharmaceutical Market Outlook 2018", RNCOS' analysts have identified the market dynamics of major pharmaceutical segments such as Generics, OTC and Prescription Drugs. Accordingly, a study has been conducted for their current market sizes and forecasts for the next five years. The Pharmaceutical market, which stood at US\$ 26.89 Billion in 2013, is expected to grow at a CAGR of 14.5% during 2013-2018.

RNCOS' analysis shows that the Over-the-Counter drug and Generic drug segments have been the fastest growing and are expected to surpass the branded medications market in the near future. Government support to encourage the domestic drug industry, rising healthcare expenditure, patent expiry, reduced taxations, high disposable incomes, etc., are few important drivers resulting in high growth in these segments. Further analysis includes current market statistics, key drivers stimulating each segment's growth, and future outlook of the segments.

EMS Pharma, Hypermarcas, Ache Laboratories, Eurofarma are the top four domestic

pharma companies, with EMS Pharma and Ache Laboratories leading the Generics and Prescription Drug segments respectively. These companies contributed around 50% of the domestic pharmaceutical market in 2013. Among the foreign players, Sanofi, Novartis and Roche have been generating a significant amount of revenue from the Brazilian market since the last three years.

The report, covers all the necessary aspects of the Brazilian Pharmaceutical market, providing an in-depth research and prudent analysis of the key segments. The topics covered in the report include: Pharmaceutical Production, Prescription Segment, OTC Segment, Therapeutic Segment as well as Mergers and Acquisitions. The report also presents an insight into the current industry trends, key market drivers, and government initiatives to enable the clients understand the market structure and its growth during the forecasted period. The report also covers detailed information about active market players in the Brazil pharmaceutical industry, including domestic and foreign players.

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