

Middle East & Africa Pharmaceuticals Market By Drug Type (Generic Drugs and Branded Drugs), By Product Type (Prescription Drugs and Over-The-Counter Drugs), By Application (Cardiovascular, Musculoskeletal, Oncology, Anti-infective, Metabolic Disorder, Others), By Distribution Channel (Retail Pharmacy, Hospital Pharmacy, E-Pharmacy), By Country, Competition, Forecast and Opportunities, 2019-2029F

<https://marketpublishers.com/r/MBF966451E2DEN.html>

Date: July 2024

Pages: 120

Price: US\$ 4,400.00 (Single User License)

ID: MBF966451E2DEN

Abstracts

Middle East & Africa Pharmaceuticals Market was valued at USD 30.07 Billion in 2023 and is anticipated to project impressive growth in the forecast period with a CAGR of 6.10% through 2029. The Middle East & Africa Pharmaceuticals Market is primarily driven by several factors including the region's growing population, increasing prevalence of chronic diseases, and rising healthcare expenditure. As the population continues to expand, there is a higher demand for pharmaceutical products to meet healthcare needs. The increasing incidence of chronic diseases such as diabetes, cardiovascular disorders, and cancer necessitates the use of pharmaceutical interventions for management and treatment. Rising healthcare expenditure, coupled with government initiatives to improve healthcare infrastructure and access, further fuels market growth. Technological advancements, expanding healthcare coverage, and a shift towards personalized medicine also contribute to the market's expansion, offering opportunities for pharmaceutical companies to innovate and meet the evolving healthcare demands of the region.

Key Market Drivers

Prevalence of Chronic Diseases

The Middle East & Africa region finds itself grappling with an escalating burden of chronic diseases, encompassing a spectrum ranging from diabetes and cardiovascular disorders to cancer and respiratory illnesses. This surge in chronic health conditions constitutes a multifaceted challenge, rooted in various socio-economic and lifestyle factors that have reshaped the region's health landscape. Lifestyle changes, including sedentary habits, unhealthy dietary patterns, and the adoption of Westernized lifestyles, have played a pivotal role in fueling the prevalence of chronic diseases across the Middle East & Africa.

Urbanization, marked by rapid population growth and the proliferation of urban centers, has further exacerbated this trend, with urban environments often characterized by higher levels of pollution, stress, and lifestyle-related risk factors. The shift towards urban living has ushered in changes in dietary habits, reduced physical activity levels, and increased exposure to environmental pollutants, contributing to the rising incidence of chronic conditions among urban populations. Pharmaceutical interventions emerge as indispensable tools in the management and treatment of chronic diseases, offering therapeutic solutions to alleviate symptoms, prevent disease progression, and improve overall quality of life for patients. From medications for controlling blood glucose levels in diabetes to antihypertensive drugs for managing cardiovascular disorders, pharmaceuticals play a pivotal role in addressing the diverse healthcare needs posed by chronic diseases in the Middle East & Africa.

Increasing Healthcare Expenditure

In response to the pressing healthcare needs of their populations, governments and private entities in the Middle East & Africa are redirecting significant financial resources towards bolstering healthcare infrastructure, augmenting access to essential healthcare services, and fortifying healthcare systems. This strategic allocation of resources reflects a concerted effort to address longstanding challenges and bridge existing gaps in healthcare provision across the region. The heightened healthcare expenditure is underpinned by an acknowledgment of the pivotal role that pharmaceuticals play in healthcare delivery. Medications constitute indispensable components of healthcare interventions, spanning preventive measures, disease management, and therapeutic treatments. As such, the increased investment in healthcare infrastructure and systems is invariably accompanied by a commensurate rise in spending on pharmaceutical products. This symbiotic relationship underscores the intrinsic link between healthcare

expenditure and pharmaceutical consumption, highlighting the interdependence of these sectors within the broader healthcare ecosystem.

The upward trajectory of healthcare spending is buoyed by shifting socio-economic dynamics, including rising income levels and the burgeoning middle-class populace in the Middle East & Africa. As disposable incomes increase and standards of living improve, individuals are more inclined to allocate a larger proportion of their budget towards healthcare-related expenses, including pharmaceutical purchases. This trend not only reflects an enhanced ability to afford essential medications but also underscores a growing recognition of the importance of healthcare investment in safeguarding individual and familial well-being.

Government Initiatives and Healthcare Reforms

Governments in the Middle East & Africa are implementing various initiatives and healthcare reforms to address public health challenges, improve healthcare outcomes, and enhance access to essential medicines. These initiatives include expanding healthcare coverage, implementing national health insurance schemes, and investing in disease prevention and management programs. Governments are promoting local pharmaceutical manufacturing and research to reduce dependency on imports and enhance healthcare self-sufficiency. Pharmaceutical companies stand to benefit from these government initiatives, as they create opportunities for market entry, collaboration, and growth in the region's pharmaceutical sector.

Technological Advancements and Innovation

Technological advancements in healthcare, including biotechnology, genomics, and precision medicine, are driving innovation in the Middle East & Africa pharmaceuticals market. Pharmaceutical companies are leveraging these technologies to develop novel therapies, personalized medicines, and targeted treatments for various diseases. Advancements in drug delivery systems, such as nanotechnology and biodegradable implants, are improving the efficacy and safety of pharmaceutical products. The adoption of digital health solutions, telemedicine, and electronic medical records further enhances healthcare delivery and patient outcomes, creating new opportunities for pharmaceutical companies to innovate and differentiate their offerings in the market.

Key Market Challenges

Counterfeit Medicines and Drug Quality Concerns

Counterfeit medicines pose a significant challenge to the Middle East & Africa Pharmaceuticals Market, threatening patient safety, public health, and the integrity of the pharmaceutical supply chain. The proliferation of counterfeit drugs, driven by factors such as lax regulatory enforcement, porous borders, and limited access to genuine medications, undermines trust in pharmaceutical products and healthcare systems. Patients may unknowingly purchase substandard or falsified medicines, exposing them to ineffective treatments, adverse health outcomes, and antimicrobial resistance. Addressing the issue of counterfeit medicines requires concerted efforts from governments, regulatory authorities, pharmaceutical manufacturers, and other stakeholders to strengthen regulatory enforcement, improve supply chain transparency, and raise public awareness about the risks associated with counterfeit drugs.

Intellectual Property Rights and Patent Protection

Intellectual property rights (IPR) and patent protection issues present challenges for pharmaceutical companies operating in the Middle East & Africa Pharmaceuticals Market. Differences in patent laws, enforcement mechanisms, and legal frameworks across countries complicate the protection of intellectual property rights and patents for pharmaceutical products. Generic competition, compulsory licensing, and parallel imports pose risks to the exclusivity and market share of branded pharmaceuticals, impacting revenue streams and profitability for innovative pharmaceutical companies. Strengthening intellectual property rights, enforcing patent protection laws, and promoting innovation-friendly policies are essential to incentivizing research and development investment, fostering innovation, and ensuring a sustainable pharmaceutical ecosystem in the Middle East & Africa.

Key Market Trends

Expanding Access to Healthcare Services

Efforts to improve access to healthcare services, particularly in underserved and rural areas, are expanding across the Middle East & Africa region. Governments, non-governmental organizations, and international agencies are investing in infrastructure development, mobile clinics, and community health programs to reach remote populations. Increased access to healthcare services translates into higher demand for pharmaceutical products, as more patients gain access to essential medicines and treatments. Pharmaceutical companies are exploring innovative distribution models, telemedicine platforms, and community outreach programs to improve access and

affordability of medications in remote areas.

Medical Tourism and Healthcare Investments

The Middle East & Africa region is emerging as a hub for medical tourism, with countries such as the United Arab Emirates, Saudi Arabia, and South Africa attracting patients from around the world seeking high-quality healthcare services. An article namely, “A Survey of Perspectives and Factors in the Development of Medical Tourism in the Middle East” quotes that Saudi Arabia has emerged as an attractive destination for medical tourism, facilitated by its advanced information technology infrastructure, including remote care systems tailored for diabetics. Moreover, the country boasts highly proficient physicians specializing in various surgical fields, notably brain and endoscopy procedures. Collectively, these factors contribute to Saudi Arabia's reputation as a favorable destination for health and medical tourism.

Medical tourism drives demand for pharmaceutical products and medical supplies, as international patients require medications before, during, and after medical procedures. Healthcare investments from international players, private equity firms, and venture capitalists are fueling growth in the region's pharmaceutical sector. These investments support the development of healthcare infrastructure, research facilities, and pharmaceutical manufacturing capabilities, contributing to market expansion and innovation.

Segmental Insights

Drug Type Insights

Based on the Drug Type, branded drugs typically dominate over generic drugs, albeit with certain variations across different countries and therapeutic categories. Branded drugs, often developed and marketed by multinational pharmaceutical companies, command a significant market share due to factors such as brand recognition, perceived efficacy, and higher price points. These medications are often associated with extensive research and development efforts, innovative formulations, and patented technologies, which contribute to their premium positioning within the pharmaceutical market.

Branded drugs benefit from strong marketing strategies, physician endorsements, and distribution networks established by pharmaceutical companies, enabling them to maintain a competitive edge and secure market dominance. Healthcare providers and

patients may perceive branded drugs as offering higher quality, reliability, and consistency compared to generic alternatives, leading to greater preference and utilization of branded pharmaceuticals in clinical practice. However, the landscape of the Middle East & Africa Pharmaceuticals Market is evolving, with increasing pressure to contain healthcare costs, improve access to essential medicines, and promote generic substitution. Generic drugs, which are bioequivalent to branded counterparts but typically offered at lower prices, are gaining traction as governments, healthcare payers, and healthcare providers seek to rationalize pharmaceutical expenditure and enhance affordability.

Product Type Insights

Based on the Product Type segment, in the Middle East & Africa Pharmaceuticals Market, prescription drugs typically hold a dominant position compared to over-the-counter (OTC) drugs. Prescription drugs, also known as Rx medications, require a healthcare professional's authorization, such as a physician, dentist, or nurse practitioner, before they can be dispensed to patients. These medications are often used to treat acute and chronic medical conditions, ranging from infections and chronic diseases to mental health disorders and oncological conditions.

Several factors contribute to the dominance of prescription drugs in the Middle East & Africa Pharmaceuticals Market. The prevalence of chronic diseases, such as diabetes, hypertension, and cardiovascular disorders, necessitates the use of prescription medications for long-term disease management and treatment. Healthcare providers play a crucial role in diagnosing these conditions, prescribing appropriate medications, and monitoring patient responses, underscoring the importance of prescription drugs in clinical practice. Prescription drugs are typically associated with higher efficacy, potency, and specificity compared to OTC medications, as they are tailored to address specific medical conditions and individual patient needs. These medications often undergo rigorous clinical trials, regulatory approval processes, and post-market surveillance to ensure safety, efficacy, and quality standards, instilling confidence in healthcare providers and patients alike.

Country Insights

Attributing dominance solely to Saudi Arabia in the entirety of the Middle East & Africa Pharmaceuticals Market would be an oversimplification, given the diverse and dynamic nature of the pharmaceutical industry across the region. However, Saudi Arabia undeniably holds significant influence and prominence within this market due to a

combination of factors that contribute to its robust pharmaceutical sector. One key factor contributing to Saudi Arabia's influence is its strong economy, driven primarily by oil exports and government initiatives aimed at diversification. The country's substantial healthcare expenditure reflects its commitment to providing comprehensive healthcare services to its population, which exceeds 30 million people. This investment in healthcare infrastructure and services creates a fertile ground for pharmaceutical companies to thrive, as they cater to the growing healthcare needs of the population.

Saudi Arabia's Vision 2030 initiative, a comprehensive roadmap for economic and social development, places a strong emphasis on enhancing the healthcare sector. As part of this vision, the government has undertaken significant reforms aimed at improving healthcare accessibility, quality, and efficiency. These reforms include investments in healthcare infrastructure, digital health technologies, and pharmaceutical research and development, all of which contribute to Saudi Arabia's prominence in the pharmaceutical market. The country's strategic location in the Middle East also plays a crucial role in its dominance within the pharmaceutical industry. Situated at the crossroads of Europe, Asia, and Africa, Saudi Arabia serves as a strategic hub for pharmaceutical trade, investment, and collaboration. Its proximity to key markets, coupled with a well-developed transportation and logistics infrastructure, makes it an attractive destination for pharmaceutical companies seeking to expand their presence in the region.

Key Market Players

Julphar (Gulf Pharmaceutical Industries)

Bayer Middle East FZE

Niner Pharmaceuticals LLC

Pfizer Gulf FZ-LLC

Novo Nordisk Pharma Gulf FZ LLC

Roche Pharmaceutical Middle East FZCO

AstraZeneca FZ LLC

Hikma UAE

Merck Serono Middle East Fz-Ltd.

Abbott Laboratories S.A.

Report Scope:

In this report, the Middle East & Africa Pharmaceuticals Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Middle East & Africa Pharmaceuticals Market, By Drug Type:

Generic Drugs

Branded Drugs

Middle East & Africa Pharmaceuticals Market, By Product Type:

Prescription Drugs

Over-The-Counter Drugs

Middle East & Africa Pharmaceuticals Market, By Application:

Cardiovascular

Musculoskeletal

Oncology

Anti-infective

Metabolic Disorder

Others

Middle East & Africa Pharmaceuticals Market, By Distribution Channel:

Retail Pharmacy

Hospital Pharmacy

E-Pharmacy

Middle East & Africa Pharmaceuticals Market, By Country:

Saudi Arabia

UAE

South Africa

Egypt

Algeria

Kuwait

Jordan

Tunisia

Morocco

Lebanon

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Middle East & Africa Pharmaceuticals Market.

Available Customizations:

Middle East & Africa Pharmaceuticals market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The

Middle East & Africa Pharmaceuticals Market By Drug Type (Generic Drugs and Branded Drugs), By Product Type (P...

following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

Contents

1. PRODUCT OVERVIEW

- 1.1. Market Definition
- 1.2. Scope of the Market
 - 1.2.1. Markets Covered
 - 1.2.2. Years Considered for Study
 - 1.2.3. Key Market Segmentations

2. RESEARCH METHODOLOGY

- 2.1. Objective of the Study
- 2.2. Baseline Methodology
- 2.3. Key Industry Partners
- 2.4. Major Association and Secondary Sources
- 2.5. Forecasting Methodology
- 2.6. Data Triangulation & Validations
- 2.7. Assumptions and Limitations

3. EXECUTIVE SUMMARY

- 3.1. Overview of the Market
- 3.2. Overview of Key Market Segmentations
- 3.3. Overview of Key Market Players
- 3.4. Overview of Key Regions/Countries
- 3.5. Overview of Market Drivers, Challenges, Trends

4. VOICE OF CUSTOMER

5. MIDDLE EAST & AFRICA PHARMACEUTICALS MARKET OUTLOOK

- 5.1. Market Size & Forecast
 - 5.1.1. By Value
- 5.2. Market Share & Forecast
 - 5.2.1. By Drug Type (Generic Drugs and Branded Drugs)
 - 5.2.2. By Product Type (Prescription Drugs and Over-The-Counter Drugs)
 - 5.2.3. By Application (Cardiovascular, Musculoskeletal, Oncology, Anti-infective, Metabolic Disorder, Others)

- 5.2.4. By Distribution Channel (Retail Pharmacy, Hospital Pharmacy, E-Pharmacy)
- 5.2.5. By Country
- 5.2.6. By Company (2023)
- 5.3. Market Map

6. MIDDLE EAST & AFRICA: COUNTRY ANALYSIS

6.1. Saudi Arabia Pharmaceuticals Market Outlook

- 6.1.1. Market Size & Forecast
 - 6.1.1.1. By Value
- 6.1.2. Market Share & Forecast
 - 6.1.2.1. By Drug Type
 - 6.1.2.2. By Product Type
 - 6.1.2.3. By Application
 - 6.1.2.4. By Distribution Channel

6.2. UAE Pharmaceuticals Market Outlook

- 6.2.1. Market Size & Forecast
 - 6.2.1.1. By Value
- 6.2.2. Market Share & Forecast
 - 6.2.2.1. By Drug Type
 - 6.2.2.2. By Product Type
 - 6.2.2.3. By Application
 - 6.2.2.4. By Distribution Channel

6.3. South Africa Pharmaceuticals Market Outlook

- 6.3.1. Market Size & Forecast
 - 6.3.1.1. By Value
- 6.3.2. Market Share & Forecast
 - 6.3.2.1. By Drug Type
 - 6.3.2.2. By Product Type
 - 6.3.2.3. By Application
 - 6.3.2.4. By Distribution Channel

6.4. Egypt Pharmaceuticals Market Outlook

- 6.4.1. Market Size & Forecast
 - 6.4.1.1. By Value
- 6.4.2. Market Share & Forecast
 - 6.4.2.1. By Drug Type
 - 6.4.2.2. By Product Type
 - 6.4.2.3. By Application
 - 6.4.2.4. By Distribution Channel

6.5. Algeria Pharmaceuticals Market Outlook

6.5.1. Market Size & Forecast

6.5.1.1. By Value

6.5.2. Market Share & Forecast

6.5.2.1. By Drug Type

6.5.2.2. By Product Type

6.5.2.3. By Application

6.5.2.4. By Distribution Channel

6.6. Kuwait Pharmaceuticals Market Outlook

6.6.1. Market Size & Forecast

6.6.1.1. By Value

6.6.2. Market Share & Forecast

6.6.2.1. By Drug Type

6.6.2.2. By Product Type

6.6.2.3. By Application

6.6.2.4. By Distribution Channel

6.7. Jordan Pharmaceuticals Market Outlook

6.7.1. Market Size & Forecast

6.7.1.1. By Value

6.7.2. Market Share & Forecast

6.7.2.1. By Drug Type

6.7.2.2. By Product Type

6.7.2.3. By Application

6.7.2.4. By Distribution Channel

6.8. Tunisia Pharmaceuticals Market Outlook

6.8.1. Market Size & Forecast

6.8.1.1. By Value

6.8.2. Market Share & Forecast

6.8.2.1. By Drug Type

6.8.2.2. By Product Type

6.8.2.3. By Application

6.8.2.4. By Distribution Channel

6.9. Morocco Pharmaceuticals Market Outlook

6.9.1. Market Size & Forecast

6.9.1.1. By Value

6.9.2. Market Share & Forecast

6.9.2.1. By Drug Type

6.9.2.2. By Product Type

6.9.2.3. By Application

6.9.2.4. By Distribution Channel

6.10. Lebanon Pharmaceuticals Market Outlook

6.10.1. Market Size & Forecast

6.10.1.1. By Value

6.10.2. Market Share & Forecast

6.10.2.1. By Drug Type

6.10.2.2. By Product Type

6.10.2.3. By Application

6.10.2.4. By Distribution Channel

7. MARKET DYNAMICS

7.1. Drivers

7.2. Challenges

8. MARKET TRENDS & DEVELOPMENTS

8.1. Recent Development

8.2. Mergers & Acquisitions

8.3. Product Launches

9. MIDDLE EAST & AFRICA PHARMACEUTICALS MARKET: SWOT ANALYSIS

10. PORTER'S FIVE FORCES ANALYSIS

10.1. Competition in the Industry

10.2. Potential of New Entrants

10.3. Power of Suppliers

10.4. Power of Customers

10.5. Threat of Substitute Products

11. COMPETITIVE LANDSCAPE

11.1. Julphar (Gulf Pharmaceutical Industries)

11.1.1. Business Overview

11.1.2. Company Snapshot

11.1.3. Products & Services

11.1.4. Financials (As Reported)

11.1.5. Recent Developments

- 11.1.6. Key Personnel Details
- 11.1.7. SWOT Analysis
- 11.2. Bayer Middle East FZE
- 11.3. Niner Pharmaceuticals LLC
- 11.4. Pfizer Gulf FZ-LLC
- 11.5. Novo Nordisk Pharma Gulf FZ LLC
- 11.6. Roche Pharmaceutical Middle East FZCO
- 11.7. AstraZeneca FZ LLC
- 11.8. Hikma UAE
- 11.9. Merck Serono Middle East Fz-Ltd.
- 11.10. Abbott Laboratories S.A.

12. STRATEGIC RECOMMENDATIONS

13. ABOUT US & DISCLAIMER

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