

Middle East & Africa Prescription Drugs Market Size and Forecast (2021 - 2031), Regional Share, Trend, and Growth Opportunity Analysis Report Coverage: By Product Type (Branded and Generics), Drug Type (Small Molecule and Biologics and Biosimilar), Therapeutic Area (Oncology, Cardiovascular Diseases, Neurological Diseases, Metabolic Diseases, Respiratory Diseases, Immunology, and Others), Route of Administration (Oral, Injectable, Topical, and Others), and Distribution Channel (Hospital Pharmacies, Retail Pharmacies, and Online Pharmacies)

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Abstracts

The Middle East & Africa (MEA) Prescription Drugs Market is projected to grow significantly, reaching an estimated US\$ 64.4 billion by 2031, up from US\$ 41.7 billion in 2024. This growth represents a compound annual growth rate (CAGR) of 6.4% from 2025 to 2031, driven by various factors impacting healthcare and pharmaceutical needs in the region.

Executive Summary

The rising disease burden in the MEA region is largely attributed to rapid urbanization and lifestyle changes, including unhealthy diets and sedentary habits. This has led to an increase in chronic diseases such as diabetes, cardiovascular disorders, and cancer,

which in turn drives the demand for effective pharmaceutical treatments. Improvements in healthcare infrastructure and expanded healthcare coverage have made medical services more accessible, allowing a greater number of patients to receive prescriptions and necessary treatments.

Moreover, there is a growing awareness of health and wellness among the population, coupled with an increase in health insurance penetration, which encourages individuals to seek timely medical care and medication. The demographic shift, particularly the transition of a large youth population into older age groups, further supports sustained demand for prescription drugs. Government initiatives aimed at strengthening healthcare systems and promoting pharmaceutical investments are also enhancing local production and availability of medicines.

Technological advancements in medical technology and an increase in healthcare expenditure are additional factors contributing to market expansion. The influx of multinational pharmaceutical companies into the MEA region is bringing innovative drugs and improved distribution networks, thereby enhancing the accessibility of prescription medications. Collectively, these elements create a robust growth outlook for the prescription drugs market across the Middle East and Africa.

Market Segmentation Analysis

The MEA Prescription Drugs Market can be segmented based on various criteria:

By Product Type: The market is divided into Branded and Generic drugs, with Branded drugs holding the largest market share in 2024.

By Drug Type: It is further segmented into Small Molecule drugs and Biologics/Biosimilars, where Small Molecule drugs dominate the market.

By Therapeutic Area: The market is categorized into Oncology, Cardiovascular Diseases, Neurological Diseases, Metabolic Diseases, Respiratory Diseases, Immunology, and others, with Oncology leading in market share.

By Route of Administration: This includes Oral, Injectable, Topical, and others, with Oral administration being the most prevalent.

By Distribution Channel: The market is segmented into Hospital Pharmacies, Retail Pharmacies, and Online Pharmacies, with Hospital Pharmacies capturing

the largest share.

Market Outlook

The future of the MEA Prescription Drugs Market is also being shaped by advancements in personalized and precision medicine. This approach tailors healthcare based on individual genetic, environmental, and lifestyle factors, leading to more effective and targeted treatments. For instance, targeted cancer therapies like trastuzumab (Herceptin) exemplify how genetic profiling can identify patients who will benefit most from specific treatments, enhancing efficacy while minimizing adverse effects. The integration of companion diagnostics into routine clinical practice is expected to further improve drug efficacy and safety.

Technological innovations, particularly in artificial intelligence (AI) and big data analytics, are accelerating the development of personalized medicine. AI algorithms can analyze extensive datasets to predict individual drug responses, identify new therapeutic targets, and streamline drug development processes. A notable example is the partnership between MGI Tech Co., Ltd. and Prepaire Labs, which aims to advance precision medicine and drug discovery in the MEA region through the use of advanced genetic sequencing technologies.

Country Insights

The market is also analyzed by country, with significant contributions from Saudi Arabia, South Africa, and the United Arab Emirates. Saudi Arabia, in particular, held the largest market share in 2024. The Saudi pharmaceutical market was valued at approximately US\$ 7.8 billion in 2021, driven by an aging population, increasing prevalence of chronic diseases, and government initiatives to enhance healthcare infrastructure under Vision 2030. The country is witnessing a rise in cancer cases, necessitating innovative treatments and long-term medication, which further propels the demand for prescription drugs.

Key Players

The MEA Prescription Drugs Market features several key players, including GSK Plc, F. Hoffmann-La Roche Ltd, Pfizer Inc, Merck & Co Inc, Teva Pharmaceutical Industries Ltd, Novartis AG, Sanofi SA, Johnson & Johnson, AstraZeneca Plc, AbbVie Inc, and Eli Lilly and Co. These companies are employing various strategies such as expansion,

product innovation, and mergers and acquisitions to enhance their market presence and offer innovative products to consumers.

In summary, the Middle East & Africa Prescription Drugs Market is poised for significant growth, driven by demographic changes, increasing disease prevalence, technological advancements, and strategic investments in healthcare.

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