The Booming Indian Pharmaceutical Market

A future powerhouse for R&D and manufacturers of pharmaceuticals



Key foreign players:

Pfizer, GlaxoSmithKline, Novartis, Sanofi, Abbott Laboratories, MSD and Roche.

Exports to more than 200 countries. Top destinations:

2 United Kingdom

(3) Middle-East (4) European Union



*aggressive growth scenario

Key Industry Drivers

Cost efficiency

Low cost of production and increasing expenditure on R&D has led to competitive pharma exports – reaching US\$ 17 billion in FY2018.

Policy Support

Government of India's "Pharma Vision"

Economic growth

High economic growth along with enhanced medical infrastructure, and increasing penetration of health insurance.

Increasing investments

Increasing private sector investments

for 2020: make India a global leader in end-to-end drug manufacturing. India has the highest number of FDA approved facilities outside the US. **in R&D** and acquisitions are driving the sector's growth. In FY 2018, India pharma companies invested 8.8% of their sales in R&D.

Opportunities

Population growth + steady rise in disease prevalence: patient pool will increase by 20% by 2020.

Affordability of drugs will rise due to sustained growth in incomes and increases in insurance coverage.

5 emerging opportunities expected to scale up:

- (1) patented products
- consumer healthcare
- **3**) biologics
- vaccines
- (5) public health

Challenges



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drugs

Low pharmaceutical spending per capita

Challenging regulatory regime for foreign pharmaceutical firms

For more information on the Indian Pharma market and to learn about opportunities at CPhI & P-MEC India, please visit: **cphi.com/india**



Sources:

India Pharma 2020, Propelling access and acceptance, realising true potential, McKinsey & Company India, Pharmaceuticals & Healthcare Report Q2 2019, Fitch Solutions

Patent laws notably below international standards