

# Key factors

influencing the MENA pharmaceutical market

## Key statistics



**\$44.1 bn by 2023**

The estimated MENA pharma market value



**The Middle East's USD24.1bn**

drug market will post a 5.6% CAGR through to 2023



**The USD9.8bn North Africa region**

will post a 5.1% CAGR through to 2023

## Strengths



Commitment to healthcare remains a priority for most MENA governments, accelerating the modernisation and expansion of healthcare infrastructure and provision.



Growing chronic disease burden in the region



U.A.E. Ministerial Decree 404 of 30 April 2000 protects international pharmaceutical companies intellectual property: registration of any pharmaceutical product in the U.A.E. is prohibited until the expiry of the patent term of the original product in the country of origin.

## Opportunities

1

Preventative measures will be increasingly leveraged on in the region, presenting a key opportunity for multinational pharmaceutical firms to partner with authorities on disease awareness programmes as they adapt to the potential shift in patient movement.

2

Economic growth in the GCC will bring infrastructure growth and influence spending patterns in key markets as a knock-on effect of rising oil prices and crude output growth.

3

Rapid population growth across the MENA region indicates greater long-term demand for medicines and will be seen as a positive for drugmakers.

4

The region's high burden of chronic diseases, particularly cancer, diabetes and cardiovascular disease, will continue to stimulate interest in generic and innovative drugmakers.

5

2018 regulation for prescribing generics in Abu Dhabi: Generic medicines will be dispensed as first choice by pharmacies and customers will have to pay the difference for patented products (up to 70%)

## Challenges



Regulatory issues perpetuate a high-risk market for innovative drugmakers



The MENA population is heavily skewed towards the youth, with a significantly smaller proportion of pensioners