

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

Source: Fitch Solutions, Infomineo

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