

Industry forecast

for the MENA pharmaceutical market



Improved access to healthcare

The small portion of pensioners will be offset by a growing population and continuous efforts to roll-out universal healthcare coverage. These, coupled with improvements in healthcare infrastructure in more developed countries, will improve and expand access to healthcare and provide considerable opportunities for drugmakers in the region.



Key destination for investment

The MENA region will remain a key destination for pharmaceutical investment and medicine exports over the years ahead.



5.6%

3-year compound annual growth rate (CAGR)



Drivers of MENA healthcare

Demand for healthcare in MENA will continue to be driven by rising prevalence of chronic diseases, universal healthcare implementation efforts, growing population, and increasing urbanisation.

Economic



The roll-out of universal healthcare systems across MENA countries will present opportunities to foreign drugmakers, but price control mechanisms will continue to pose downside risks.

Political



Public-private partnerships will be an important pillar for the development of healthcare infrastructure across high-income Gulf Cooperation Council countries.

Social



Ageing demographics and a rising burden of chronic diseases will rapidly boost the demand for healthcare in the MENA region

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