Serbia Pharmaceuticals and Healthcare Report Q1 2015

Description: BMI View: The combination of a deteriorating economic outlook, rising political risks and industry-specific challenges place downside pressure on prospects for Serbia’s pharmaceutical market. In light of this situation, we do not expect any meaningful investments by foreign firms. The key commercial opportunity is locally-made generic drugs.

Headline Expenditure Projections

Pharmaceuticals: RSD90.46bn (USD1.06bn) in 2013 to RSD99.03bn (USD1.13bn) in 2014; +9.5% in local currency terms and +6.1% in US dollar terms. Forecast revised slightly upwards since Q414.

Healthcare: RSD376.28bn (USD4.42bn) in 2013 to RSD398.91bn (USD4.54bn) in 2014; +6.0% in local currency terms and +2.7% in US dollar terms. Forecast revised slightly upwards since Q414.

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