Description: BMI View: We expect Romania's pharmaceutical market in 2015 to be initially driven by a consumer-led recovery as falling fuel and food prices, rising wages and declining unemployment drive pharmaceutical consumption, but local regulatory factors such as revenue taxes will continue to present obstacles to growth. Over the longer term, we expect the underfunding of the healthcare system to be addressed and given the country's ageing population, a broad based boost in expenditure from both public payers and consumers will drive continued growth in the pharmaceutical market.

Headline Expenditure Projections

- Healthcare: RON32.97bn (USD9.93bn) in 2014 to RON35.78bn (USD10.03bn) in 2015; +8.5% in local currency terms and 1.0% in US dollar terms.

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