South Korea Pharmaceuticals and Healthcare Report Q4 2015

Description: Despite having an ageing population with a high burden of non-communicable diseases, market potential in South Korea will continue to be limited by the government's cost containment policies. We highlight that companies will continue to invest in innovative products or expand overseas in order to maintain their revenues.

The South Korean government will continue to enforce price pressures on pharmaceuticals as a means to contain the escalating healthcare costs brought on by the country's ageing population. This is particularly as other avenues - including shifting the healthcare cost burden onto consumers - will remain more subdued as private expenditure already accounts for a large portion of total healthcare spending. Moreover, South Korea has developed multiple price control mechanisms that it can leverage upon to reduce pharmaceutical prices.

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