Description: A strong consumer story and macroeconomic outlook will support growth in pharmaceutical sales over 2015. However, local regulatory factors such as pricing and reimbursement decisions and industry taxes will moderate growth and limit the country's attractiveness to multinational drugmakers.

Headline Expenditure Projections


Contents:

SWOT
Political
Economic
Operational Risk

Industry Forecast

Pharmaceutical Market Forecast
Table: Pharmaceutical Sales, Historical Data And Forecasts (Romania 2011-2019)

Healthcare Market Forecast
Table: Healthcare Expenditure Trends, Historical Data And Forecasts (Romania 2011-2019)
Table: Government Healthcare Expenditure Trends, Historical Data And Forecasts (Romania 2011-2019)
Table: Private Healthcare Expenditure Trends, Historical Data And Forecasts (Romania 2011-2019)

Prescription Drug Market Forecast
Table: Prescription Drug Market Indicators, Historical Data And Forecasts (Romania 2011-2019)

Patented Drug Market Forecast
Table: Patented Drug Market Indicators, Historical Data And Forecasts (Romania 2011-2019)

Generic Medicine Market Forecast
Table: Generic Drug Market Indicators, Historical Data And Forecasts (Romania 2011-2019)

OTC Medicine Market Forecast
Table: Over-The-Counter (OTC) Medicine Market Indicators, Historical Data And Forecasts (Romania 2011-2019)

Pharmaceutical Trade Forecast
Table: Pharmaceutical Trade Data And Forecasts (Romania 2013-2019)
Table: Pharmaceutical Trade Data And Forecasts local currency (Romania 2013-2019)

Key Risks To Forecast Scenario

Macroeconomic Forecasts

Economic Analysis
Table: Economic Activity (Romania 2010-2019)

Pharmaceuticals & Healthcare Risk/Reward Index
Central And Eastern Europe Risk/Reward Index - Q4 2015

Romania Risk/Reward Index

Rewards

Risks

Market Overview

Industry Trends And Developments

Epidemiology
Table: Romanian Cancer Incidence Rates, 2012-2035

Healthcare System

Private Healthcare Provision

Healthcare Reform
Table: Healthcare Resources (Romania 2009-2014)
Table: Healthcare Personnel (Romania 2009-2014)
Table: Healthcare Activity (Romania 2009-2014)

Research And Development (R&D)

Clinical Trials

Regulatory Development

Pharmaceutical Advertising

Intellectual Property Regime

PhRMA Special 301 Submission

Corruption

Pricing Regime

Reimbursement Regime

Competitive Landscape

Pharmaceutical Sector

Generic Drugmakers

Research-Based Industry
Table: Members Of ARPIM, 2013

Pharmaceutical Company Developments

Pharmaceutical Wholesale

Pharmaceutical Retail

Company Profile

Actavis

Antibiotice Iasi
GlaxoSmithKline
Krka
LaborMed Pharma
Merck & Co
Novartis
Pfizer
Roche
Sanofi
Terapia Ranbaxy
Zentiva

Demographic Forecast
Table: Population Headline Indicators (Romania 1990-2025)
Table: Key Population Ratios (Romania 1990-2025)
Table: Urban/Rural Population & Life Expectancy (Romania 1990-2025)
Table: Population By Age Group (Romania 1990-2025)
Table: Population By Age Group % (Romania 1990-2025)

Glossary
Methodology
Pharmaceutical Expenditure Forecast Model
Healthcare Expenditure Forecast Model
Notes On Methodology
Risk/Reward Index Methodology

Index Overview
Table: Pharmaceutical Risk/Reward Index Indicators

Indicator Weightings

Order by Fax - using the form below
Order by Post - print the order form below and send to
Research and Markets,
Guinness Centre,
Taylors Lane,
Dublin 8,
Ireland.
Fax Order Form
To place an order via fax simply print this form, fill in the information below and fax the completed form to 646-607-1907 (from USA) or +353-1-481-1716 (from Rest of World). If you have any questions please visit http://www.researchandmarkets.com/contact/

Order Information
Please verify that the product information is correct.

Product Name: Romania Pharmaceuticals and Healthcare Report Q4 2015
Web Address: http://www.researchandmarkets.com/reports/3366273/
Office Code: SCD2IL3E

Product Format
Please select the product format and quantity you require:

<table>
<thead>
<tr>
<th>Product Format</th>
<th>Quantity</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electronic (PDF)</td>
<td></td>
<td>USD 1085</td>
</tr>
<tr>
<td>Single User</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Contact Information
Please enter all the information below in BLOCK CAPITALS

Title: Mr [ ] Mrs [ ] Dr [ ] Miss [ ] Ms [ ] Prof [ ]
First Name: ___________________________ Last Name: ___________________________
Email Address: * ___________________________
Job Title: ___________________________
Organisation: ___________________________
Address: ___________________________
City: ___________________________
Postal / Zip Code: ___________________________
Country: ___________________________
Phone Number: ___________________________
Fax Number: ___________________________

* Please refrain from using free email accounts when ordering (e.g. Yahoo, Hotmail, AOL)
Payment Information

Please indicate the payment method you would like to use by selecting the appropriate box.

☐ Pay by credit card: You will receive an email with a link to a secure webpage to enter your credit card details.

☐ Pay by check: Please post the check, accompanied by this form, to:
Research and Markets,
Guinness Center,
Taylors Lane,
Dublin 8,
Ireland.

☐ Pay by wire transfer: Please transfer funds to:
Account number 833 130 83
Sort code 98-53-30
Swift code ULSBIE2D
IBAN number IE78ULSB98533083313083
Bank Address Ulster Bank,
27-35 Main Street,
Blackrock,
Co. Dublin,
Ireland.

If you have a Marketing Code please enter it below:

Marketing Code: __________________________

Please note that by ordering from Research and Markets you are agreeing to our Terms and Conditions at http://www.researchandmarkets.com/info/terms.asp

Please fax this form to:
(646) 607-1907 or (646) 964-6609 - From USA
+353-1-481-1716 or +353-1-653-1571 - From Rest of World