Serbia Pharmaceuticals and Healthcare Report Q4 2015

Description: The Serbian pharmaceutical market will be constrained over the medium term by a focus on cost-containment and drug prices by the RFZO and a drive towards fiscal consolidation by the Serbian government. Furthermore, the worsening macroeconomic outlook for the Serbian economy in 2015 and 2016 will have a tangible effect on households, and we expect this will, in turn, impact pharmaceutical sales given the large out-of-pocket expenditures by consumers on healthcare.

Headline Expenditure Projections Pharmaceuticals: RSD92.43bn (USD1.05bn) in 2014 to RSD91.42bn (USD820mn) in 2015; -1.1% in local currency terms and -21.5% in US dollar terms. Forecast revised downwards from Q315.

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