Serbia Pharmaceuticals and Healthcare Report Q1 2016

Description: The Serbian pharmaceutical and healthcare market represents a challenging environment for foreign drugmakers. Government cost containment, implemented through severe drug price cuts by the RFZO, will dampen growth. Furthermore, an increasing reliance on private health spending will impact pharmaceutical sales as the worsening macroeconomic outlook will reduce consumer spending power.

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 unchanged from Q415.


Contents:

Table: Headline Pharmaceuticals & Healthcare Forecasts (Serbia 2013-2019)

SWOT

Industry Forecast

Pharmaceutical Market Forecast
Table: Pharmaceutical Sales, Historical Data And Forecasts (Serbia 2013-2019)

Healthcare Market Forecast
Table: Healthcare Expenditure Trends, Historical Data And Forecasts (Serbia 2013-2019)
Table: Government Healthcare Expenditure Trends, Historical Data And Forecasts (Serbia 2013-2019)
Table: Private Healthcare Expenditure Trends, Historical Data And Forecasts (Serbia 2013-2019)

Prescription Drug Market Forecast
Table: Prescription Drug Market Indicators, Historical Data And Forecasts (Serbia 2013-2019)

Patented Drug Market Forecast
Table: Patented Drug Market Indicators, Historical Data And Forecasts (Serbia 2013-2019)

Generic Drug Market Forecast
Table: Generic Drug Market Indicators, Historical Data And Forecasts (Serbia 2013-2019)

OTC Medicines Market Forecast
Table: Over-The-Counter (OTC) Medicine Market Indicators, Historical Data And Forecasts (Serbia 2013-2019)

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

Pharmaceuticals & Healthcare Risk/Reward Index

Central And Eastern Europe Risk/Reward Index - Q1 2016

Serbia Risk/Reward Index

Rewards

Risks

Regulatory Review
Healthcare Expenditure Forecast Model

Notes On Methodology

Risk/Reward Index Methodology

Index Overview
Table: Pharmaceutical Risk/Reward Index Indicators

Indicator Weightings

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