Generics in Russia

Description:
Generics in Russia industry profile provides top-line qualitative and quantitative summary information including: market size (value and volume 2012-16, and forecast to 2021). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

Key Findings
- Save time carrying out entry-level research by identifying the size, growth, and leading players in the generics market in Russia
- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the generics market in Russia
- Leading company profiles reveal details of key generics market players' global operations and financial performance
- Add weight to presentations and pitches by understanding the future growth prospects of the Russia generics market with five year forecasts by both value and volume

Synopsis
Essential resource for top-line data and analysis covering the Russia generics market. Includes market size data, textual and graphical analysis of market growth trends, leading companies and macroeconomic information.

Reasons To Buy
- What was the size of the Russia generics market by value in 2016?
- What will be the size of the Russia generics market in 2021?
- What factors are affecting the strength of competition in the Russia generics market?
- How has the market performed over the last five years?
- How large is Russia's generics market in relation to its regional counterparts?

Key Highlights
For the purposes of this profile, a generic is defined as a copy of an ethical (prescription) drug formerly protected by patents that have now expired. Both unbranded generics and all branded generics are included. However, off-patent drugs that continue to be offered by the original manufacturer under the original name, and which form part of the 'generic-eligible' market, are not included.

The Russian generics market is expected to generate total revenues of $7.0bn in 2016, representing a compound annual growth rate (CAGR) of 14% between 2012 and 2016.

Market consumption volume is forecast to decline with a compound annual rate of change (CARC) of -1.1% between 2012 and 2016, to reach a total of 79% of total pharma volume in 2016.

The Russian pharmaceuticals market is large and dominated by “branded” generic products and imports. The system is largely undeveloped, as the majority of drugs are bought by patients themselves, who are greatly influenced by advertising. The country has around 500 pharmaceutical companies but many are small. The companies' size and the investment in marketing and sales rather than creation means that mainly older drugs are produced.

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