

What's the future outlook for pharmaceuticals in Western Europe?

- > Dear Executive,
- >
- > Assess business opportunities with...
- > **THE OUTLOOK FOR PHARMACEUTICALS IN WESTERN EUROPE**
- >
- > The countries of Western Europe represent a total market of over 365
- > million people and a combined GDP of US\$14.4 trillion in 2007. Each
- > country
- > report in this regional collection provides a comprehensive analysis of
- > the
- > pharmaceutical market, including five-year market forecasts. For each
- > country you will receive 4 completely updated reports sent quarterly, plus
- > comprehensive report sent annually.
- >
- > **11 MARKETS COVERED!**
- >
- > Austria
- > Belgium
- > France
- > Germany
- > Ireland
- > Italy
- > Netherlands
- > Portugal
- > Spain
- > Switzerland
- > UK
- >
- > The 11 main Western European markets for pharmaceuticals are wealthy and
- > mature. Is there any point in manufacturers trying to break into markets
- > they are not already servicing, and, if yes, where? If they are already
- > operating in the region, what are the prospects for growth and what
- > operating environment will they face in the future?
- >
- > **VALUABLE MARKETS...**
- > News stories chronicle the pressures and problems facing governments
- > trying
- > to expand or maintain health provision in a cost-constrained world. But
- > one fact remains. The countries covered by this report represent a total
- > pharmaceutical market value of US\$206.2 billion. We forecast this figure
- > will grow by US\$38.4 billion over the next five years to US\$244.6 billion!
- >
- > **...WITH COST PRESSURES**

> All health funders are experiencing difficulties in meeting the demands on
> modern health systems. Pressures arise from many quarters including:

>

- > The cost of current branded medicines which is leading to accelerated
- > growth in generic usage in key markets such as Spain and France
- > The often high cost of new therapies which provide marginal therapeutic
- > benefit
- > An ageing population needing longer and more intensive medical
- > treatments
- > Unplanned population increase due to immigration and an influx of
- > migrant workers

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- > Unique 5-year market projections to 2012
- > Comment & rating, covering 8 key areas such as use of generic drugs,
- > intellectual pricing and health systems
- > Market structure
- > Statistical data on imports and exports
- > Market developments, covering recent and impending developments with
- > respect to key issues such as regulation, health facilities, funding and
- > government policy
- > Key national data projections

>

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> BACKGROUND DATA

- > Population data, including growth trends and age structure
- > Demographic indicators detailing principal causes of death and morbidity

>

> HEALTHCARE SYSTEM

- > Organisation & administration
- > Health expenditure - expenditure by source of funding and type
- > Hospital services - hospital data such as beds by type, region,
- > specialty, patient admissions and surgical procedures
- > Outpatient care
- > Medical personnel - data on healthcare professionals covering such areas
- > as doctors by specialty, nursing staff and dentists

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> ACCESSING THE PHARMA MARKET

- > Regulatory environment
- > Distribution guide and trade fair information
- > Domestic Production
- >
- > CONTACT DETAILS
- > For healthcare organisations and trade associations
- >
- >
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- > centre, or their Espicom Account Manager, with any questions.
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- > Regards,
- >
- > Ian Taylor,
- > Editorial Director
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