

Assessment of GCC pharmaceutical market for a global European pharma major

Analysed potential for entry into the GCC pharmaceutical market

Helped client understand socio-economic and health policies in GCC countries

CLIENT CHALLENGES

- A global European pharma major wanted to assess the market's viability as an [investment opportunity](#)
- Key challenges were :
 - Scarcity of data in GCC countries
 - Highly fragmented [pharmaceutical](#) markets in GCC countries
 - The need to understand socio-economic determinants and government policies

OUR APPROACH

- **Market assessment :**
 - Estimated market size using the bottom-up approach
 - Assessed market dynamics, drivers and barrier to entry
 - Assessed the top players in market, their revenue streams and plans
 - Assessed sub-sectors based on competition
- **Socio-economic determinants :**
 - Tracked spending as a percentage of GDP on the [healthcare sector](#) and per capita expenditure on healthcare
 - Gained an understanding of the proportion of the aged population and incidence of chronic disease
 - Analysed participation of private hospitals and health insurance
- **Government/health policies :**
 - Tracked healthcare-related policies
 - Tracked regulatory, pricing and reimbursement policies
 - Gained an understanding of government policies in terms of setting up manufacturing bases and foreign investments

IMPACT DELIVERED

- Advised on sub-sectors with unmet need and market attractiveness
- Assessed possible market drivers and barriers to entry

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We empower our clients to drive revenues higher. We innovate using our proprietary technology and automation solutions. We enable our clients to transform their operating model and cost base.

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