

# WINNING IN PHARMACEUTICAL EMERGING MARKETS WITH ANALYTICS

Bringing Pharmaceutical Emerging Markets into Focus

The average cost to develop a new drug is between

**\$4 billion**

and can be as much as

**\$11 billion**



takes **12 years** from discovery to market

fewer than

**1 in 10 drugs** that start human clinical trials make it to market

Given the enormous cost to develop a new drug,

## MATURE PHARMA MARKETS ARE STAGNATING



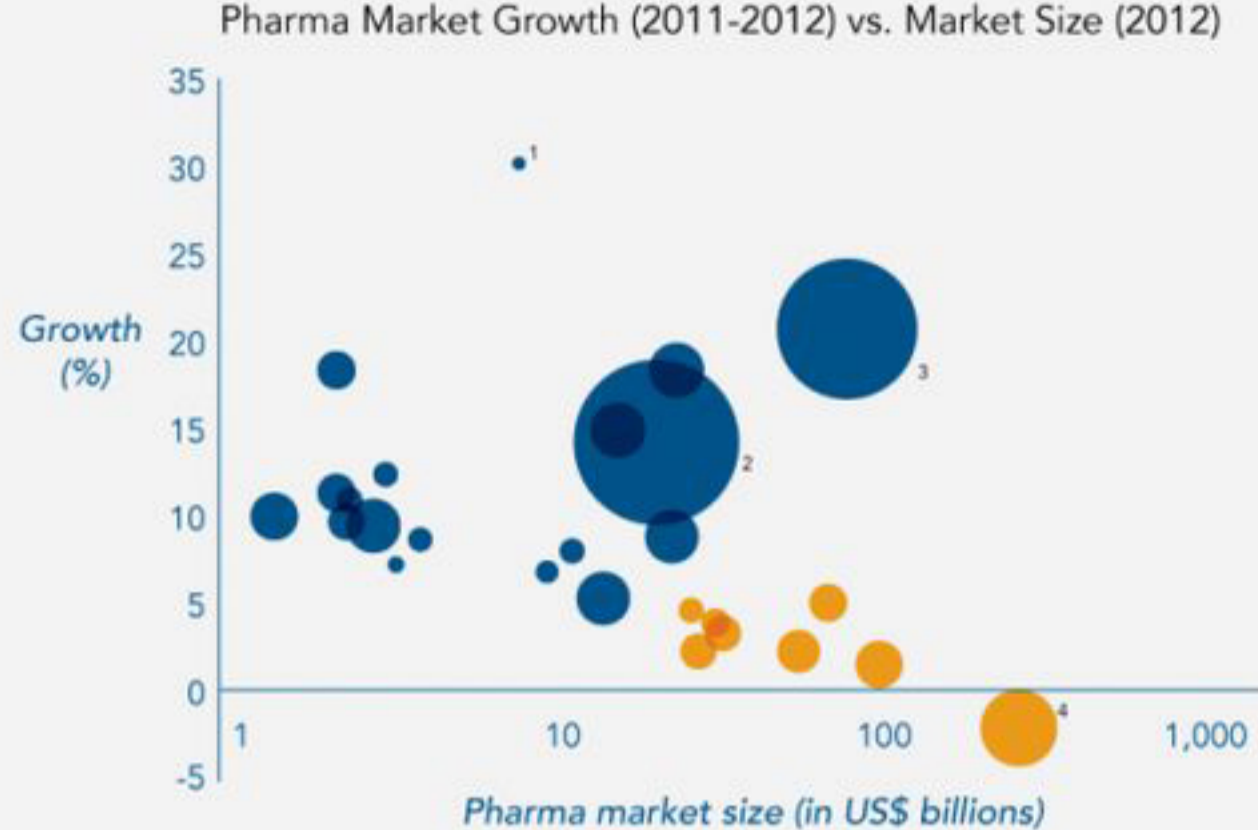
TOTAL PHARMA SPENDING: Developed markets



due mostly in part to expiring patents brand-name drugs

## PHARMACEUTICAL MARKETS

Pharma Market Growth (2011-2012) vs. Market Size (2012)



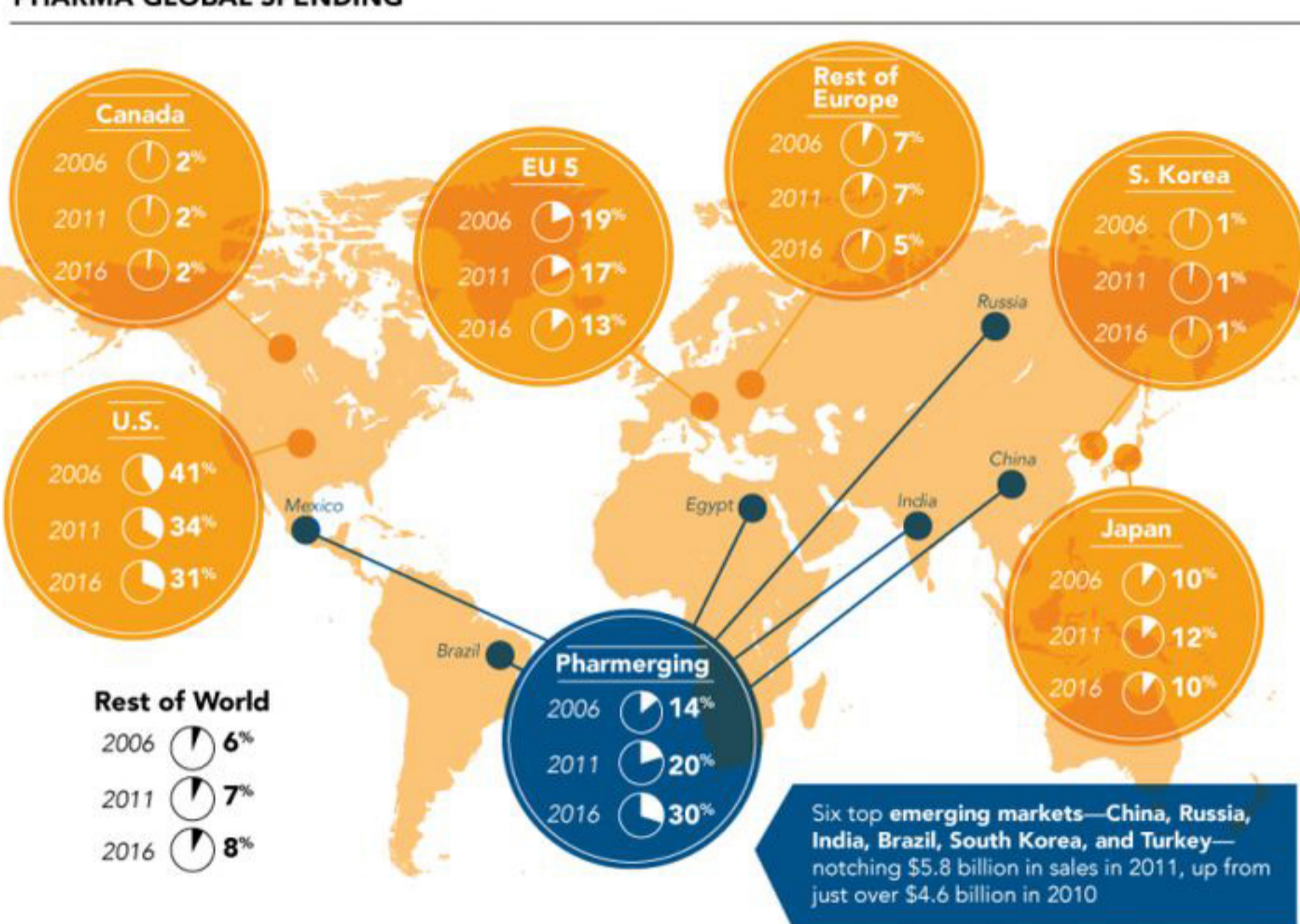
### Emerging markets

Argentina<sup>1</sup>, India<sup>2</sup>, China<sup>3</sup>, Nigeria, Egypt, Saudi Arabia, Ukraine, Pakistan, Algeria, Vietnam, S. Africa, Indonesia, Thailand, Venezuela, Poland, S. Korea, Russia, Turkey, Brazil

### Mature markets

U.S.<sup>4</sup>, Canada, U.K., Italy, Spain, Germany, France, Japan

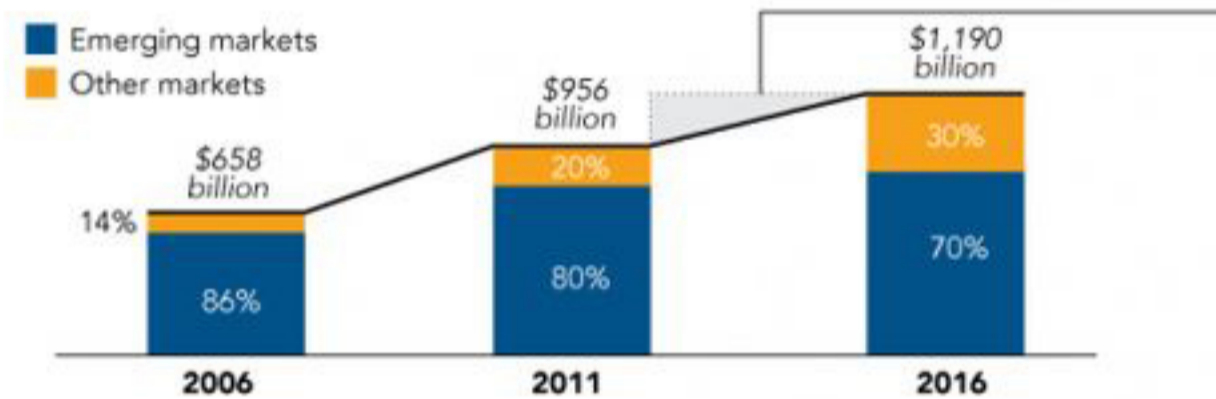
## PHARMA GLOBAL SPENDING



Six top emerging markets—China, Russia, India, Brazil, South Korea, and Turkey—notching \$5.8 billion in sales in 2011, up from just over \$4.6 billion in 2010

## Global Pharm Market Value

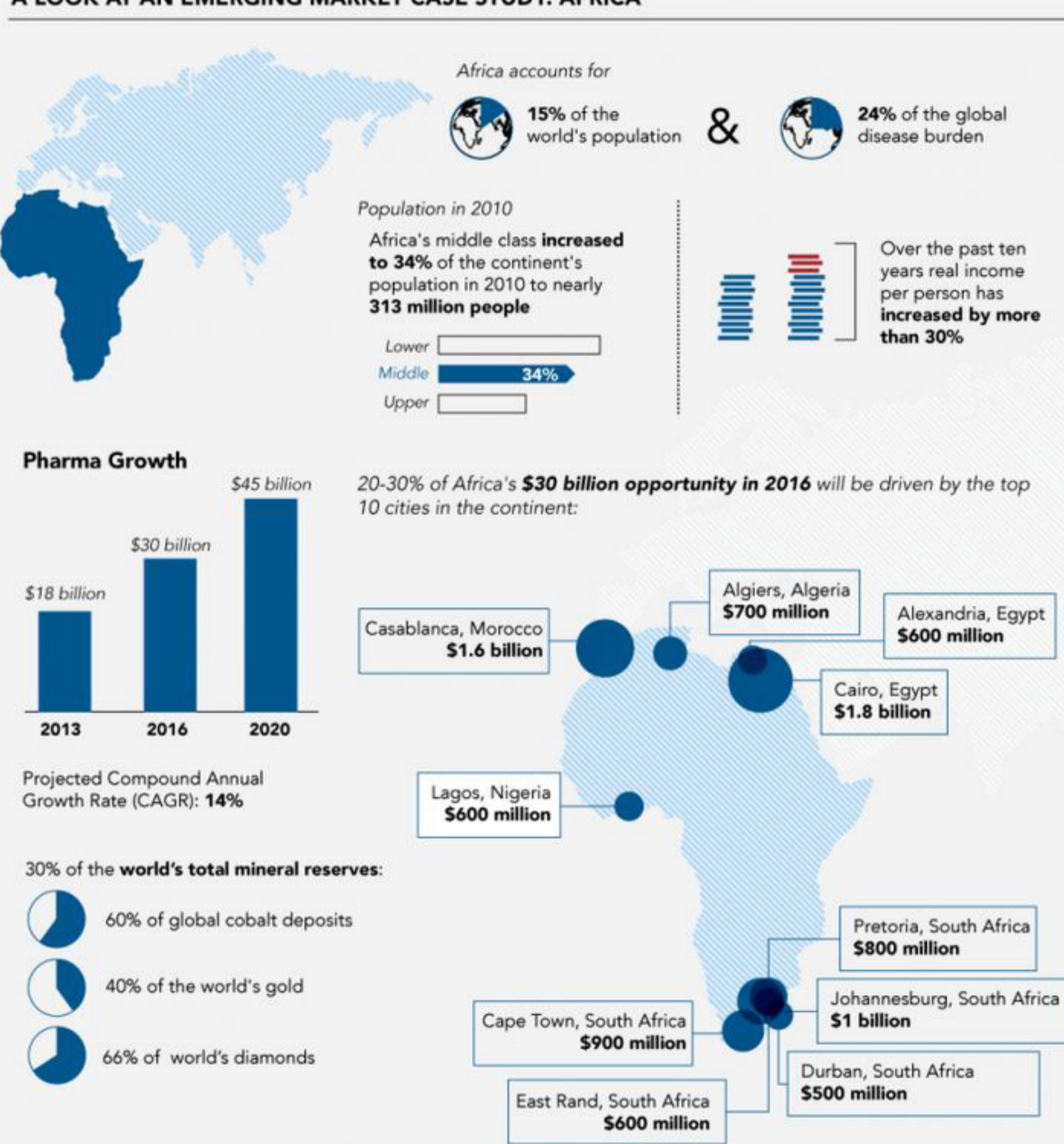
2006-2016 in US\$ billions



**2/3**

of pharmaceutical sales growth will come from emerging markets, the equivalent of approx. **\$150 billion in new revenues**

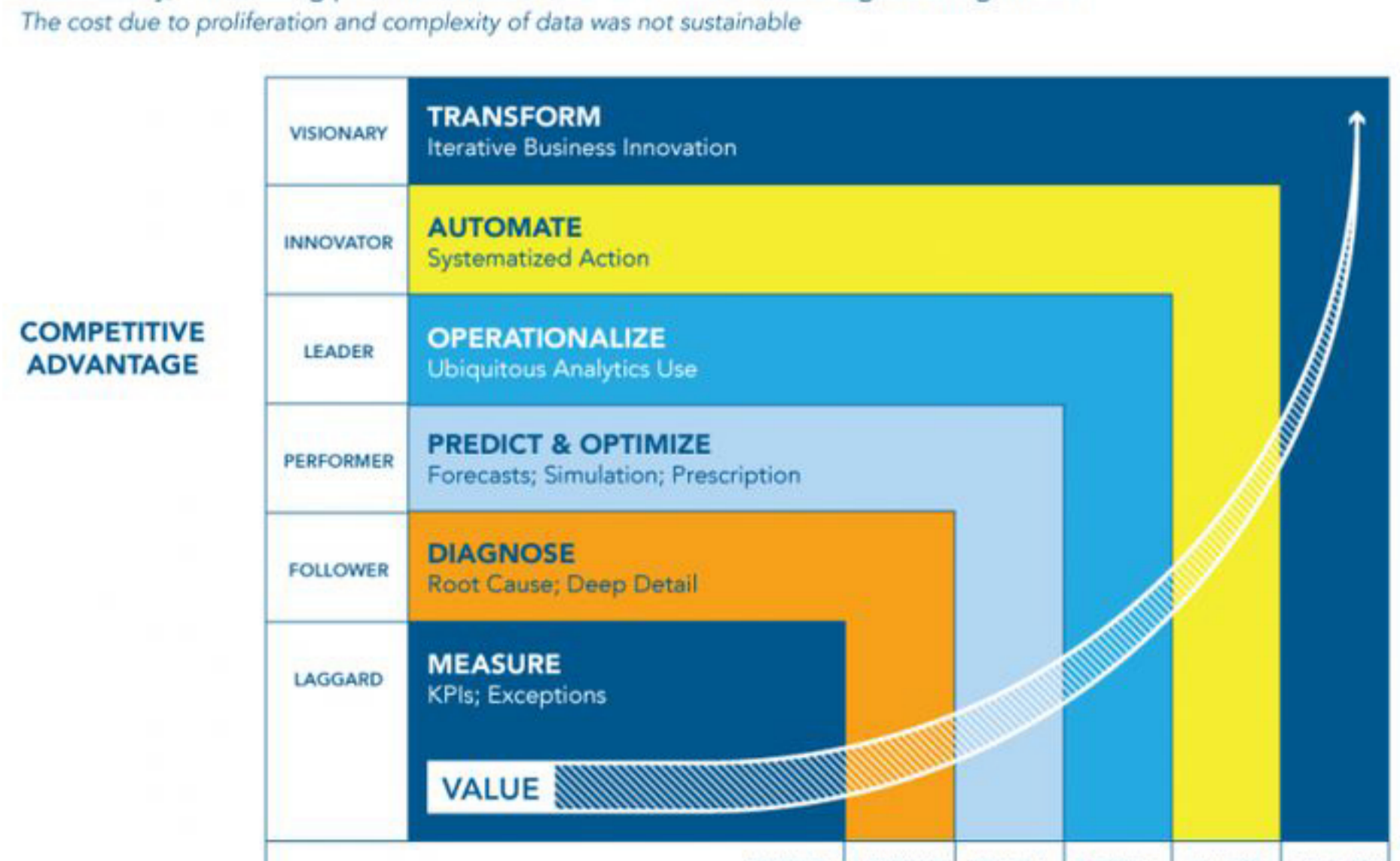
## A LOOK AT AN EMERGING MARKET CASE STUDY: AFRICA



## BIG DATA APPROACH

Traditionally, introducing pharmaceuticals to a new market was a logistical nightmare.

The cost due to proliferation and complexity of data was not sustainable



To learn more about the Pharmaceutical Strategic Alliance Management join us at the Strategic Pharma & Biotech Partnerships Excellence event in Hotel Grand Millennium, Malaysia on the 15th - 17th March 2017

For more info and to book your place: now, simply contact us on +91 22 6771 5333 or email [enquiry@questmasterclass.com](mailto:enquiry@questmasterclass.com) now.



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