

Brazil's Specialty Pharmaceutical Market Surges 250%. Projected to overtake Canada, Spain, Italy, and the United Kingdom and become the 6th largest market in the world in 2024.

A look at the factors driving growth and future potential in Latin America's largest market.

In recent years, the pharmaceutical sector in Latin America has experienced significant growth. This has been driven by 1) an increase in average life expectancy resulting in an expanding elderly cohort, which has additional healthcare needs, 2) an increase in disposable income, and 3) local companies' investments in R&D.

Within that context, Brazil stands out as the predominant pharmaceutical market in the region, its revenue surpassing that of Mexico, Colombia, and Argentina combined.

Brazil has benefitted from substantial investments in the pharmaceutical sector, with particular emphasis on Research and Development (R&D) initiatives. Of the US\$ 1.1 billion invested in Latin America - the highest amount seen in the past five years - 32% of this investment was attributed to Brazil. This highlights the country's current progress in the pharmaceutical sector and indicates a positive outlook for its continued future growth.

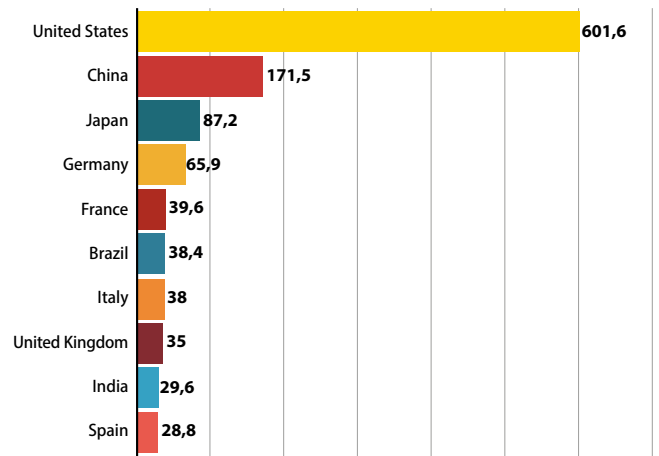
Backed by a variety of investments and the growing need for pharmaceutical innovation, Brazil has emerged as a prominent contributor to the development of specialty medications. Amongst these therapeutic areas, oncology has grown the most over the past decade, surging by an impressive 250% in the Brazilian market during this period. Vaccines and immunology represent other areas with significant growth.

Several companies are driving the growth of the specialty market in Brazil. One of the most promising among them is Hypera Pharma (www.hypera.com.br). The company has invested to build up a pipeline of about 100 molecules covering oncology, specialty, and biologics

treatments, amounting to a potential market of about R\$ 15 billion (USD 3,1 billion).

The projected sales for specialty pharmaceuticals in 2024 have the potential to put Brazil in the sixth position globally in terms of sales within this category, surpassing countries such as Canada, Spain, Italy, and the United Kingdom. This growing market prominence emphasizes Brazil's increasing importance in the pharmaceutical industry.

Specialty Pharmaceuticals: Top 10 Globally (projected for 2024 in US\$ billions)



Source: <https://panoramafarmaceutico.com.br/medicamentos-de-especialidades-brasil/>

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Kybora is a global advisory firm whose mission is to help life sciences companies achieve enduring success by offering optimal M&A, licensing, fundraising and strategic consulting services in all key markets around the world.



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➔ Ernesto Neumann, a Senior Advisor at KYBORA with over 40 years of experience in the region, stated that: "Many factors contribute to the Brazilian specialty pharmaceutical market outgrowing European markets like Spain, Italy and UK.

These include: 1) a clearer and foreseeable regulatory and price control policy by authorities, 2) a maturing public and private health care sector, 3) a sizable and steadily growing market in innovative segments, and 4) a larger number of companies accessing the market.

Ernesto added: "The increased sophistication of the Brazilian market and the size of its commercial potential (Brazil represents 50 to 70% of the Latin American market) has generated greater focus from multinational companies and is pushing local companies to improve their business models, policies, infrastructures, and especially business

development capabilities so that they can be considered partner of choice for foreign developers and access modern, innovative licensing opportunities.

However, closing deals in Brazil does remain a challenging endeavor. Often there is a difference in mindsets between Brazilian executives and their counterparts in the US or Europe. Global strategic advisors like KYBORA (www.kybora.com) understand both sides well and are ideally positioned to bridge those gaps and help finalize deals that benefit both sides and bring great value to Brazilian patients."

Source: <https://panoramafarmaceutico.com.br/america-latina-lidera-investimentos-globais-das-farmaceuticas-em-pesquisa/>
<https://www.pharmaceutical-technology.com/comment/brazil-pharma-manufacturing/?cf-view&cf-closed>

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