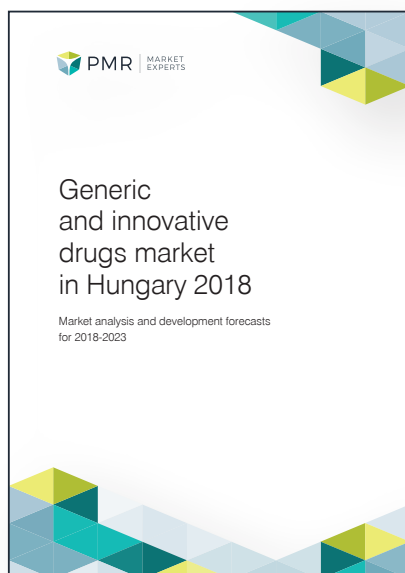


PMR Industry Report



# Generic and innovative drugs market in Hungary 2018

## Market analysis and development forecasts for 2018-2023

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### Take advantage of the PMR offer

If you are interested in the PMR report or deepening of selected segments or additional expertise on the Pharmaceutical market, I invite you to contact our consultants.



*Monika Stefaniak*

Head Pharmaceutical Market Expert

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## PMR Report

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- **Unique 5-year forecasts** prepared by the PMR team using a **proven and coherent methodology**
- **Expert commentary** allowing for a better **understanding of the current and future situation** and **opportunities and threats**
- Description of the main **trends and legal changes** affecting the market

## What is the content of the report?

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- **Historical value** of the generic and innovative drugs market in Hungary as well as the total pharmaceutical market value
- **Share of Hungary's pharmaceutical market** captured by generic and innovative drugs
- Generic drugs market value, growth, and **prospects for growth in 2018-2023**
- Innovative drugs market dynamics, value, and **development in 2018-2023**
- **Total pharmaceutical market dynamics, value, and development** in 2018-2023
- **Size, earnings and operations of Hungary's largest active manufacturers** of generic and innovative drugs
- **Recent and expected changes and trends** on the generic and innovative drugs market in Hungary and their influence on market dynamics
- **Current reimbursement procedures and lists** in Hungary and upcoming changes
- **Pricing regulations and permitted markups** for drugs in Hungary
- **Regulations on patent expiration periods, SPCs, and data exclusivity periods** in Hungary

# 5 Reasons to choose PMR

- 1 **Building strategy and budgeting expenses** for pharmaceutical businesses
- 2 **Assessing the growth potential** of the market for generic and innovative drugs
- 3 **Adjusting a product portfolio** to meet the needs of this market
- 4 **Monitoring sector trends and changes** to pharmaceutical market regulations
- 5 **Reviewing companies active** on the generic and innovative drugs market



## Who benefits from the PMR report?

Executives, business development, sales and marketing professionals at companies that:

- Manufacture and distribute generic and innovative drugs
- Are about to make an investment decision or preparing to enter this market
- Agencies offering advertising and marketing support for the pharmaceutical sector
- Logistic companies operating in this market
- Provide investment, financial or brokerage services
- Offer research, consulting or analytical services
- Operate as educational and government institutions, trade organisations, and chambers of commerce

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