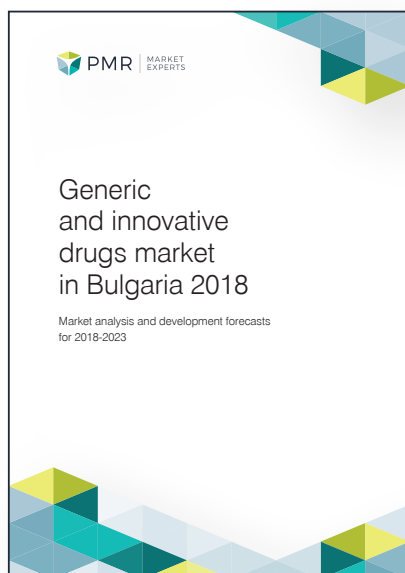


PMR Industry Report



# Generic and innovative drugs market in Bulgaria 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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- **Current and historical data** describing the value and growth of Bulgaria's generic and innovative drugs market as well as total pharmaceutical market
- **Complete forecasts for 2018-2023** regarding the development of the pharmaceutical market and its generic and innovative drugs segments
- **Market share** of Bulgaria's pharmaceutical sector captured by generic and innovative drugs and therapies
- **Top manufacturers** of generic and innovative drugs in Bulgaria, their operations and development plans
- **List of the best-selling generic and innovative drugs** in Bulgaria
- **Reimbursement process**, planned and anticipated changes in reimbursement lists; analysis takes into account generic and innovative drugs
- **Bulgarian regulations** regarding reimbursement, pricing, data exclusivity, patent expiry, supplemental protection
- **Market events and trends** influencing the generic and innovative drugs market, including upcoming legal changes in Bulgaria

# 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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