Orchestrating the New Dynamic Capabilities

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Outline

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- Growth of the Pharmaceutical industry
- Biggest Global Pharmaceutical Markets
- Top 10 Pharmaceutical Companies
- US Pharmaceutical Industry: Economic Impact
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Overview

- The pharmaceutical industry discovers, develops, produces, and markets drugs or pharmaceutical drugs for use as medications.
- Pharmaceutical companies may deal in generic or brand medications and medical devices. They are subject to a variety of laws and regulations that govern the patenting, testing, safety, efficacy and marketing of drugs.
Overview

- Expected annual growth rate of 4.9 percent.
- Several global demographic and economic trends are driving pharmaceutical consumption:
  - Rapidly aging world population
  - Rise in chronic diseases
  - Increased urbanization and higher disposable incomes
  - Greater government expenditure on healthcare
  - Growing demand for more effective treatments
Regulatory entities

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International Drug Regulators

- FDA: Food and Drug Administration
- WHO: World Health Organization
- MHRA, UK: Medicines & Healthcare products Regulatory Agency
WHO is charged with the tasks of developing and maintaining global norms, international standards and guidelines for the quality, safety and efficacy of drugs, and providing guidance in harmonization efforts.
Growth of the Pharmaceutical industry

Revenue in billion U.S. dollars:

- 2008: 711.9
- 2009: 760.1
- 2010: 802.5
- 2011: 841.2
- 2012: 857.7
- 2013: 879.6
- 2014: 943.9
- 2015: 954.1

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## Biggest Global Pharmaceutical Markets

<table>
<thead>
<tr>
<th>Rank</th>
<th>Country</th>
<th>Value of Pharmaceutical Market (in millions of $)</th>
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<tbody>
<tr>
<td>1</td>
<td>USA</td>
<td>339,694</td>
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<td>Japan</td>
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