

PHARMACEUTICAL INDUSTRY IN TURKEY



SNAPSHOT

Pharmaceutical exports reached \$1218 million in the last 12 months as of September 2019. In "Vision 2023" scenario, clinical research investments are expected to reach USD 1.1 billion and total R&D investment by pharmaceutical industry is expected to reach USD 1.7 billion.



1,2 TRILLION USD
GLOBAL SIZE
OF THE SECTOR IN 2019



6,5 MILLION USD
SIZE OF SECTOR
TURKEY IN 2019



45 BILLION USD
2023 FORECAST



16th MARKET SIZE
IN THE WORLD
TURKISH INDUSTRY IN 2019



7th MARKET SIZE
IN EUROPE
TURKISH INDUSTRY IN 2019



2,3 BILLION UNITS
WERE SOLD
FIGURES OF 2019

SWOT ANALYSIS OF THE PHARMACEUTICAL INDUSTRY

To continue reading, please click here



STRENGTHS

- Low demand flexibility and high profitability
- Innovation power and consumer control
- The ability of public authorities to adapt quickly to change demands...



OPPORTUNITIES

- Upward population and demand trends (both domestic and international)
- Health tourism and government incentives
 - Arrangements to support domestic production...



WEAKNESSES

- The sector's dependence on imports and its financial vulnerabilities
- Increasing competition
- Increasing demands for price suppression
- Licensing problems...



THREATS

- The intensity of legal regulations that reduce predictability and can cause short-term road accidents and studies in continuity of studies in this sense...

INTERNATIONAL ACTORS THAT ARE PRESENT IN TURKEY



ERAI TURKEY

The partner who accompanies you for all your business activities with Turkey!

Customized formulas, adapted to your needs, for implantation in optimal conditions ...

Source: Entegre Project Management & Business Sweden