IMS Market Prognosis

The authority in predicting future pharmaceutical market trends
A track record of country market forecasts

IMS Market Prognosis is a strategic market forecasting publication that provides unparalleled insights into the economic and political issues affecting the local pharmaceutical and healthcare industries. Based on a rigorous evaluation of the key events affecting the marketplace, IMS Market Prognosis provides a 5-year forecast at country, regional and global level. IMS Market Prognosis enables better-informed strategic decisions.

Each report contains in-depth business, political, economic and healthcare analysis

Whether your focus is local, regional, or global, IMS Market Prognosis offers a robust forecast. The forecasts support detailed explanation of your business, both political and economic, and healthcare, including cost containment, prescribing and reimbursement, pricing trends, regulatory and pharmaceutical environment.

BUSINESS ENVIRONMENT
Highlighting the issues affecting a country’s ability to attract, develop and sustain investment or leverage national resources to grow the economy in the global marketplace
• Economic and political trends
• Population dynamics
• Macroeconomic indicators for the country’s future growth

HEALTHCARE ENVIRONMENT
Providing unparalleled insights into areas of opportunity and future growth
• Local industry expert opinion
• Local healthcare systems and infrastructure
• Cost containment initiatives and regulatory practices
• Sales trends for key players, leading therapies and products

TIMELY, RELEVANT, ACTIONABLE MARKET INTELLIGENCE
Latest information to feed into strategic and annual plans
• Release schedule synchronised with annual pharmaceutical strategic cycle
• 6 month update allows adjustment strategy to cope with market changes
• Significant cost savings in market intelligence information

DETAILED COUNTRY-LEVEL EVENTS
Transparent explanation of market drivers
• Time, date and probability for each event impact
• Separate assessment for volume and price
• Individual retail and hospital evaluations
IMS Market Prognosis provides a global pharmaceutical market outlook with 49 in-depth country forecasts while IMS Market Prognosis Global provides over 220 top line country forecasts.

IMS MARKET PROGNOSIS COUNTRIES AND REGIONS

**IMS MARKET PROGNOSIS NORTH AMERICA**
- USA
- Canada

**IMS MARKET PROGNOSIS EUROPE**
- Belgium
- Czech Republic
- Denmark
- Finland
- France
- Germany
- Greece
- Hungary
- Italy
- Netherlands
- Norway
- Poland
- Portugal
- Romania
- Russia
- Slovakia
- Spain
- Sweden
- Switzerland
- Turkey
- UK

**IMS MARKET PROGNOSIS LATIN AMERICA**
- Argentina
- Brazil
- Colombia
- Chile
- Mexico
- Peru
- Venezuela

**IMS MARKET PROGNOSIS ASIA/AUSTRALIA**
- Australia
- China
- Hong Kong
- India
- Indonesia
- Japan
- Malaysia
- Pakistan
- Philippines
- Singapore
- South Korea
- Taiwan
- Thailand
- Vietnam

**IMS MARKET PROGNOSIS MIDDLE EAST & AFRICA**
- Algeria
- Egypt
- Saudi Arabia
- South Africa
- United Arab Emirates

Market Prognosis in formats to suit your business needs:

- **Country reports and forecasts**
  Available to view online through the intuitive Syndicated Analytics Library interface, offering advanced functionality. In addition, reports are available to download as PDF, and forecasts available to download in Excel.

- **Regional Summaries**
  Interactive regional overview summaries available in Excel, allowing users to create tailor made regions and export data.
IMS Market Prognosis combines historical data and macroeconomic indicators with the identification and evaluation of key future issues.

Creating the baseline for quantitative projections

Initial baseline projections combine IMS market information with in-depth macroeconomic indicators to feed into IMS’s proven econometric model.
- 40 quarters of historical data by sector
- Estimates of unaudited market sectors
- 5 main macroeconomic indicators based on historical information

Refining the baseline by identifying, evaluating & quantifying events

The baseline is refined and adjusted with IMS expertise and insight within each country. This is supplemented with extensive primary and secondary research among all key stakeholders in the industry, including government representatives, regulatory authorities, key opinion leaders, specialists, physicians, pharmacists, pharmaceutical companies and wholesalers.

Events are based on:
- Legislative changes
- Pricing system changes, price cuts
- Reimbursement status changes
- Healthcare budget constraints/cuts
- Cost-containment measures
- Generic competition
- Major new product launches

The “evented” forecast

IMS Market Prognosis presents 5-year forecasts on 49 countries for:
- Retail and hospital
- Price and volume
- Total market sales
- Generic versus Branded sales forecasts for 24 countries

Discover IMS Market Prognosis Global for a comprehensive world outlook:
- 5-year sales projections providing value forecasts for over 220 countries across 11 regions, complemented by 5-year historical sales data
- Historical and projected sales values based on a combination of IMS Health data, official import/export and local manufacturer figures

Find out more, contact Jack Denison on JDenison@uk.imshealth.com or +44 20 3075 5648
Let IMS Market Prognosis answer your business needs:

- **Validate** your own forecasts to establish annual targets
- **Set and manage expectations** from corporate headquarters to local subsidiaries
- **Evaluate** key economic and healthcare-related issues in each country
- **Identify** macro events shaping the pharmaceutical country markets
- **Understand** key drivers in the hospital and retail markets over the next 5 years for each country market
- **Apply** unrivalled world perspective on established and emerging markets to determine future investments

**ACCURACY**
Each year, IMS Market Prognosis reports are validated to a 1-year and 5-year forecast horizon. This unique practice assures sustained quality and ongoing improvement of our forecasting services.

**PROVEN**
Over 25 years of forecasting expertise supports IMS Market Prognosis.

**COMPREHENSIVE**
IMS Market Prognosis is the only series that covers 49 countries in-depth with over 220+ top line country forecasts through Market Prognosis Global.

**UP TO DATE**
IMS Market Prognosis is released bi-annually, with forecasts and market overview updated in March and September, and a detailed commentary on the Political, Business and Healthcare environment updated annually.

**CONSISTENT**
All IMS Market Prognosis reports use established, consistent methodologies combined with extensive IMS Health market information and analysis.

**INSIGHTFUL**
A unique and comprehensive library of “events” enables marketing, R&D, and product teams to fully understand the key dynamics and major drivers that will impact the market.

**TRANSPARENT**
All reports provide a detailed explanation of every forecast. Every “event” is detailed and quantified. There is no “black box” methodology for any of our forecasts.

**EXPERT**
All forecasts are based on extensive primary and secondary research covering all key stakeholders in the industry and supplemented with additional intelligence from local IMS Health experts.
IMS HEALTH
EUROPE & WORLDWIDE
210 Pentonville Road
London N1 9JY
United Kingdom
Tel: +44 (0)20 3075 5888

THE AMERICAS
One IMS Drive
Plymouth Meeting
PA 19462
USA
Tel: +1 610 834-0800

ASIA-PACIFIC
8 Cross Street #21-01/02/03
PWC Building
Singapore 048424
Tel: 65-6227-3006

JAPAN
Toranomon Towers Office 4-1-28
Toranomon, Minato-ku
Tokyo 105-0001
Japan
Tel: 81-3-5425-9000

For all office locations, visit: www.imshealth.com/locations

ABOUT IMS HEALTH
IMS Health is a leading worldwide provider of information, technology and services dedicated to making healthcare perform better. By applying cutting-edge analytics and proprietary application suites hosted on the IMS One intelligent cloud, the company connects more than 10 petabytes of complex healthcare data on diseases, treatments, costs and outcomes to enable our clients to run their operations more efficiently. Drawing on information from 100,000 suppliers, and on insights from more than 40 billion healthcare transactions processed annually, IMS Health's 9,000+ expert resources drive results for over 5,000 healthcare clients globally. Customers include pharmaceutical, medical device and consumer health manufacturers and distributors, providers, payers, government agencies, policymakers, researchers and the financial community. Additional information is available at www.imshealth.com