



Middle East & Africa Pharmaceutical Market Insights

Twenty Eighth Edition

Report Release Date: Jun 2023

Analytical Timeframe: MAT March 2023



Agenda

- + **Newsletter Report Summary**
- + Regional Summary and Analysis
- + Spotlight on new offering
- + Appendix

Market insights snapshot MAT Q1 2023: Many large markets have witnessed high growth in 2023



- Overall, MEA Pharmaceutical Market has reached **\$30 B value** and **8.7 B Units**
- Value sales growth has been at **11.2% PPG¹ (Previous Period Growth)** and **6.9% CAGR²** while Volume sales growth has been **1% PPG & 3.1% CAGR**



- Retail channel** dominates the MEA market with **68% (\$20.4 B)** share in value sales and **80% (7.0 B Units)** in volume
- Growth of Hospital channel** has increased in terms of **PPG (23%)** in value and **6.2% PPG** in volume



- MNCs** dominate the market with **58%** share in total value sales
- Local companies have grown at **13.1% PPG** in value and **2% PPG** in volume
- Hikma, Tabuk & Spimaco** are the top 3 local companies which grew at 25.6%, 21.2% and 9.9% PPG respectively



- Sanofi, Novartis and GSK** continue to be the top corporations in MEA
- Amongst the top 10 corporation, Hikma Pharma** is the fastest growing corporation growing at **26% PPG**, high growth in **KSA** compared to other countries

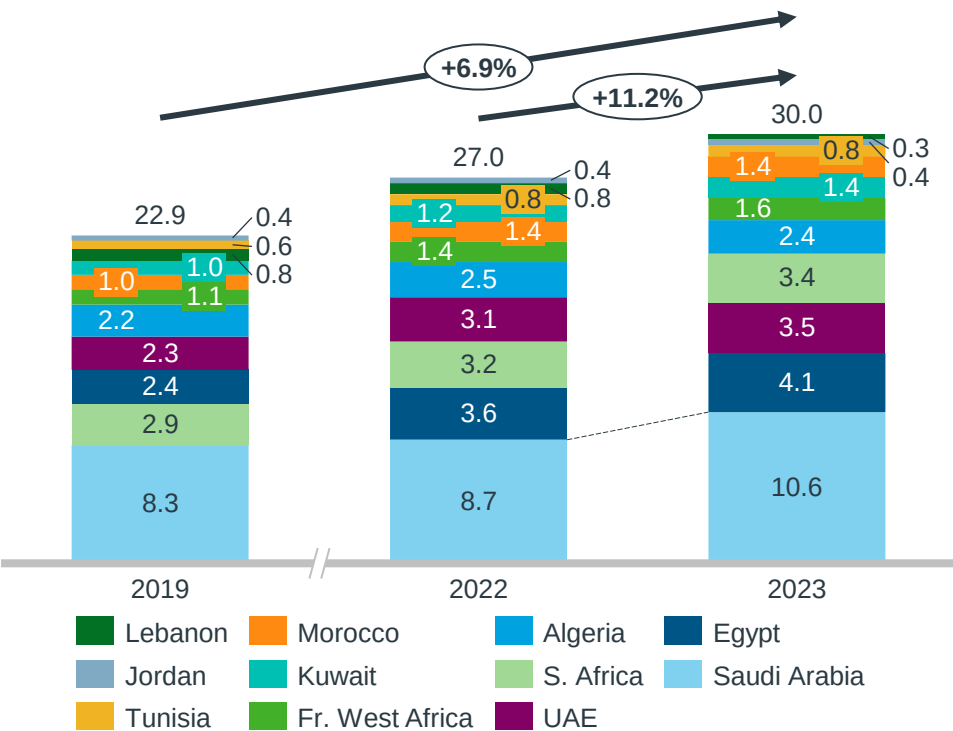


- Alimentary Tract, Metabol** is the top TA holding **19%** of value share with the highest market contribution in **KSA (18%)** and **Egypt (22%)**

1. PPG: Previous Period Growth: MAT Q1 2023 vs. MAT Q1 2022 growth

2. CAGR: Compound Annual Growth Rate for the period MAT Q1 2019 to MAT Q1 2023

Source: IQVIA Audited Data, MAT Q1 2023, includes IQVIA private, LPO, Institutional data where available; Value sales at ex-factory price level without discount; All sales are at constant exchange rate and don't account for any currency fluctuation or devaluation



- Saudi Arabia, the largest market in MEA at **\$10.5 B** in value, expanded at **22.2% PPG** in value terms
- Egypt is the 2nd largest market with **\$4.1 B** in value has seen a growth of **13.5% PPG**

Among the key markets, KSA saw growth of ~22% and continues to be the largest market accounting for 35% of sales in MEA



United Arab Emirates (UAE)

- **UAE's growth increased by 14.9% PPG (3rd fastest growing country in MEA region) accounting for \$3.5 B sales**
- **Chronic TAs** command 73% of total sales, wherein **Newer Gen Type II Antidiabetics TA** are growing at **44% PPG**
- **Top 10 corporations** account for 48% share in sales with **Eli Lilly** being the fastest growing at 72% PPG; mainly driven by top brands like Mounjaro (New launch) , Cialis (15%) and Trulicity (-14%) on PPG



Saudi Arabia (KSA)

- **KSA market has grown by 22.2% PPG (fastest growing country in MEA region) accounting for \$10.5 B sales**
- **Hospital channel's growth increased to 28.8% PPG**
- **Top 10 corporations** account for 48% share in sales. Hikma Pharma is leading the market with 7% share and **43% PPG**
- **Hikma Pharma (43% PPG)** is the fastest growing Local/Reg mainly driven by top brands like **Megamox (101%), Omeral (225%) and Torvast (140%) on PPG**



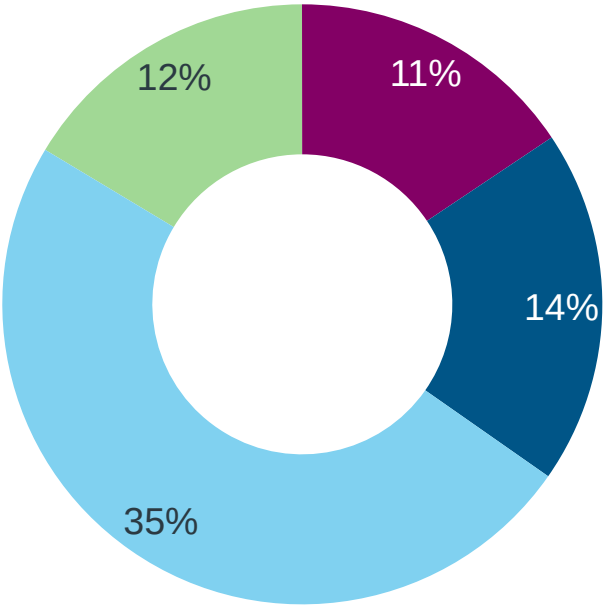
South Africa¹

- **South Africa has grown by 5.1% PPG accounting for \$3.4 B sales with the retail channel accounting for 81% of total sales**
- **HIV Antivirals TA** continues to be **Top TA** at **8% PPG**
- **Top 10 corporations** account for 52% share in sales. **Adcock Ingram**, a local firm, is leading the market with 9% share and **Sun Pharma** being the fastest growing at 19% PPG ; mainly driven by top brands like **Lanograv (35%), Pantocid Sunp (18%) and Raciper (18%) on PPG**



Egypt (EGY)*

- **Egypt has declined by -3.5% PPG** driven by growth from **Hospital channel (3.2% PPG) accounting for 22% of country's sales**
- **Systemic Antibacterial** continues to be the top TA in Egypt with 11% share while **Ophthalmologicals & Otologicals (4% PPG)** is the fastest growing amongst the top 10 TAs
- **Hikma is now** the fastest growing top corporation (**17% PPG**) driven by the exponential growth of top products like **Tusskan (135%), Omeral (111%) and Megamox (42%) on PPG**



Source: IQVIA Audited Data, MAT Q1 2023, includes IQVIA private, LPO, Institutional data where available; Value sales at ex-factory price level without discount; Egypt sales at constant exchange rate and don't account for any currency fluctuation or devaluation

Note 1: South Africa Retail includes data from Distributors, Wholesalers, Direct sales from Manufacturers, Buying groups covering nearly 86% of the market, excluding Public Hospitals. | Overall South Africa market includes Retail and State Sector data | Growth in State Sector includes direct to state deliveries, retrospective data addition and some direct buy outs from State Hospitals in 2019-2020

* - in Egypt market, we updated the insights based on sales units

FWA is one of the fastest growing pharma market in MEA at ~10% PPG mainly driven by local/regional players with 16% PPG



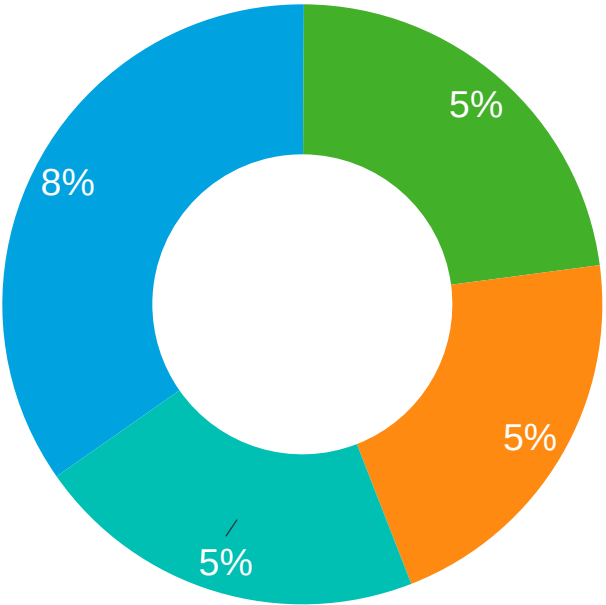
Algeria (ALG)

- **Algeria retail channel sales declined by -3.8% PPG** accounting for **\$2.4 B** sales in MAT Q1 2023 period
- **Top TAs for Algeria** include Insulin & Analogs, Antihypertensives. **Non-Narcotic Analgesics is the fastest growing TA at 8.8% PPG** (apart from non therapeutics) amongst the top 10 TAs
- **Sanofi is the top corporation** in Algeria with **11% of market share**, however **Biocare Lab is the fastest growing company** amongst the top 10 at **36% PPG**
- Amongst the top products of **Biocare Lab** like **Bioclav (86% PPG)** , **Antag (4% PPG)** and **Diaglinide (9% PPG)** ,



Morocco (MOR)

- **Morocco retail channel has increased by 9.2% PPG** accounting for **\$1.4 B** sales in MAT Q1 2023
- **This increase in Moroccan market is mainly attributed to MNCs that have grown by 5.6% PPG** while accounting for **55% of total sales**
- Amongst the top 10 corporations, **Bottu SA** continues to lead Moroccan market with **6% share** in MAT Q1 2023 and **Novartis** is the fastest growing top MNC at **11% PPG**
- Amongst the top products of **Novartis**, **Galvus Met** and **Uperio** are the fastest growing products at **26%** and **54% PPG** respectively



Fr. West Africa (FWA)

- **FWA retail channel has grown by 9.2% PPG (5th fastest growing country in MEA)** accounting for **\$1.6 B** sales in MAT Q1 2023
- **Local/Regional players** have driven this growth as they grew by **16% PPG** while accounting for **46% of total sales**
- Amongst the top 10 corporations, **Sanofi** continues to be the top selling corporation with **7% share** while **Pharma 5 is the fastest growing top corporation at 27% PPG**. **Pharma 5** growth is driven by top products like **Aclav (35% PPG)**, **Astaph (40% PPG)** and **Nuravit (5% PPG)**



Kuwait (KWT)

- **Kuwait sales increased by 20.8% PPG** accounting for **\$1.4 B** sales driven by hospital channel with **76% contribution of total sales**
- **Top 10 corporations** account for **55% share** in sales with **Johnson & Johnson** leading the market with **6% share** and increased by **62% PPG** and it is the fastest growing among top 10 corporations.
- **Johnson & Johnson** growth is driven by high growth products like **Tremfya (202%)**, **Rhinocort (601%)** and **Opsumit (767%) PPG**

Source: IQVIA Audited Data, MAT Q1 2023, includes IQVIA private, LPO, Institutional data where available; Value sales at ex-factory price level without discount; All sales are at constant exchange rate and don't account for any currency fluctuation or devaluation

Tunisia market is growing at ~8% PPG in MEA region while Jordon is growing at 0.2% PPG in MAT Q1 2023



Lebanon (LEB)*

- Lebanon retail channel unit sales declined by -13.5 % PPG reaching 66 M unit sales in **MAT Q1 2023**
- 5 out of the top 10 players are **MNCs- Pharmaline IND** is leading the Lebanon market with **12% share and -8% PPG** and **Algorithm** is the fastest growing corporation with **4% PPG**
- **Top 10 products for Algorithm contribute 64% of the total Units sales amongst which Cyclovex (137%), Myxen (62%) and Exonar (37%) PPG**



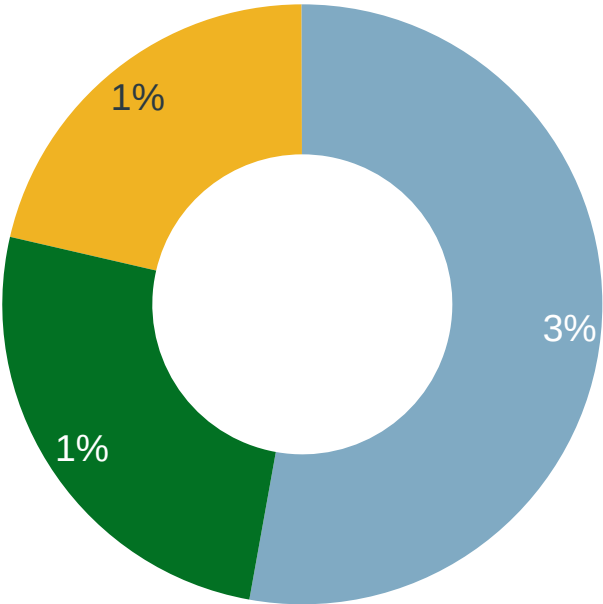
Jordan (JOR)

- Jordan retail channel sales increased by 0.2% PPG accounting for \$0.4 B in **MAT Q1 2023**
- Amongst the top 10 TAs, Anti-Inflammatory & Anti-Rheumatic Products is the fastest growing TA with **8% PPG**
- Although **Hikma is leading the market with 9% share**, its growth has **increased by 5%** in MAT Q1 2023. **Dar Al Dawa** has registered fastest growth of **10%** PPG among the top 10 corporations
- Fastest growing products for **Dar Al Dawa** includes **LIBLAB (70% PPG)** , **Diclogesic (43% PPG)** and **Mixif (39% PPG)**



Tunisia (TUN)

- **Tunisia** market has grown by 7.8% PPG accounting for \$0.8 B sales in **MAT Q1 2023**; **Retail & Hospital channel grew by 10.3% and 2% PPG respectively**; **Retail channel accounts for 72% of total sales**
- **Systemic Antibacterial & Antihypertensive TAs** lead the market; both accounting for 18% share in sales
- Medis continues to be the leading corporation with **7% share**, and **Hikma pharma** continues as the fastest growing corporation amongst the top 10 players growing at **35% PPG**
- Fastest growing products for **Hikma pharma** include **Divinus (1789%)**, **Remox (62%)** and **Suprax Hikm (42.2%)PPG**



Source: IQVIA Audited Data, MAT Q1 2023, includes IQVIA private, LPO, Institutional data where available; Value sales at ex-factory price level without discount; All sales are at constant exchange rate and don't account for any currency fluctuation or devaluation

* - due to hyperinflation situation in Lebanon market, we updated the insights based on sales units



Agenda

+ Newsletter Report Summary

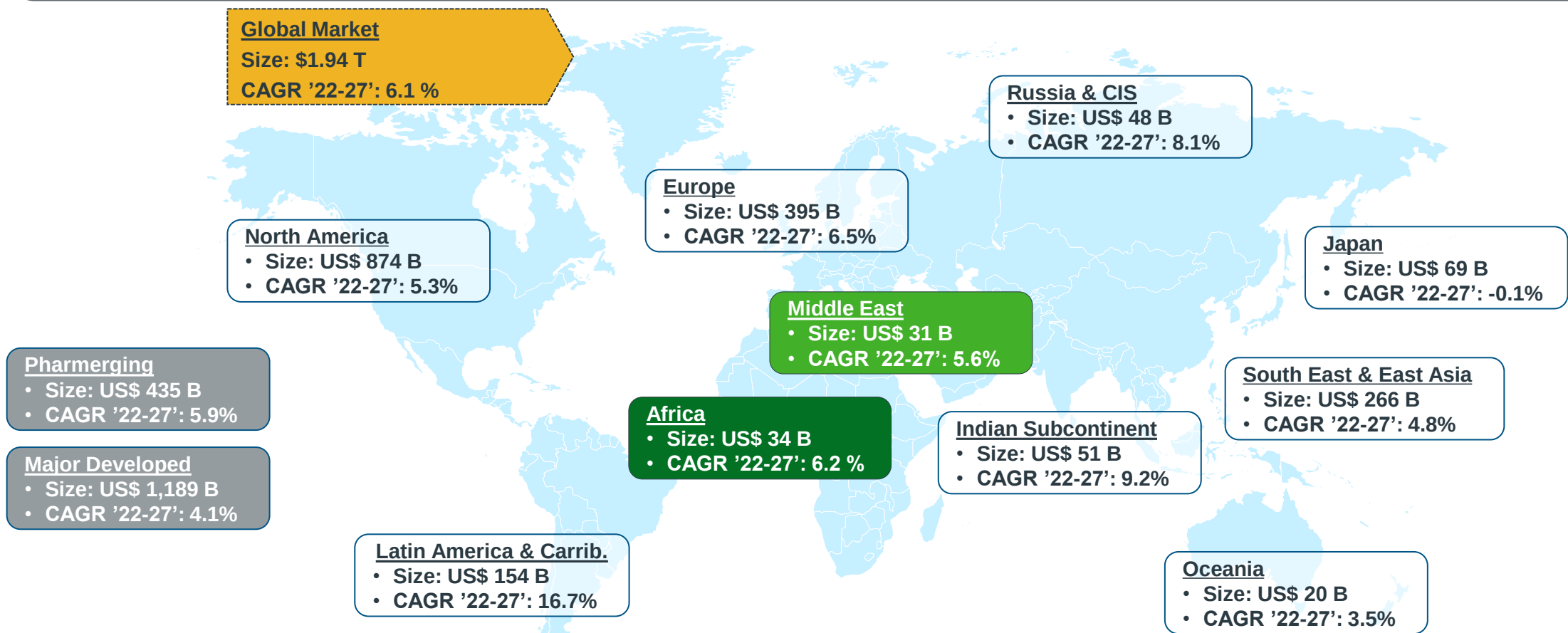
+ **Regional Summary and Analysis**

+ Spotlight on new offering

+ Appendix

By 2027, Global pharma market is expected to reach US\$ 1.94 T; Middle East & Africa pharma market collectively to be US\$ 65 B

Highlights of IQVIA Market Prognosis 2023-2027 (May 2023)

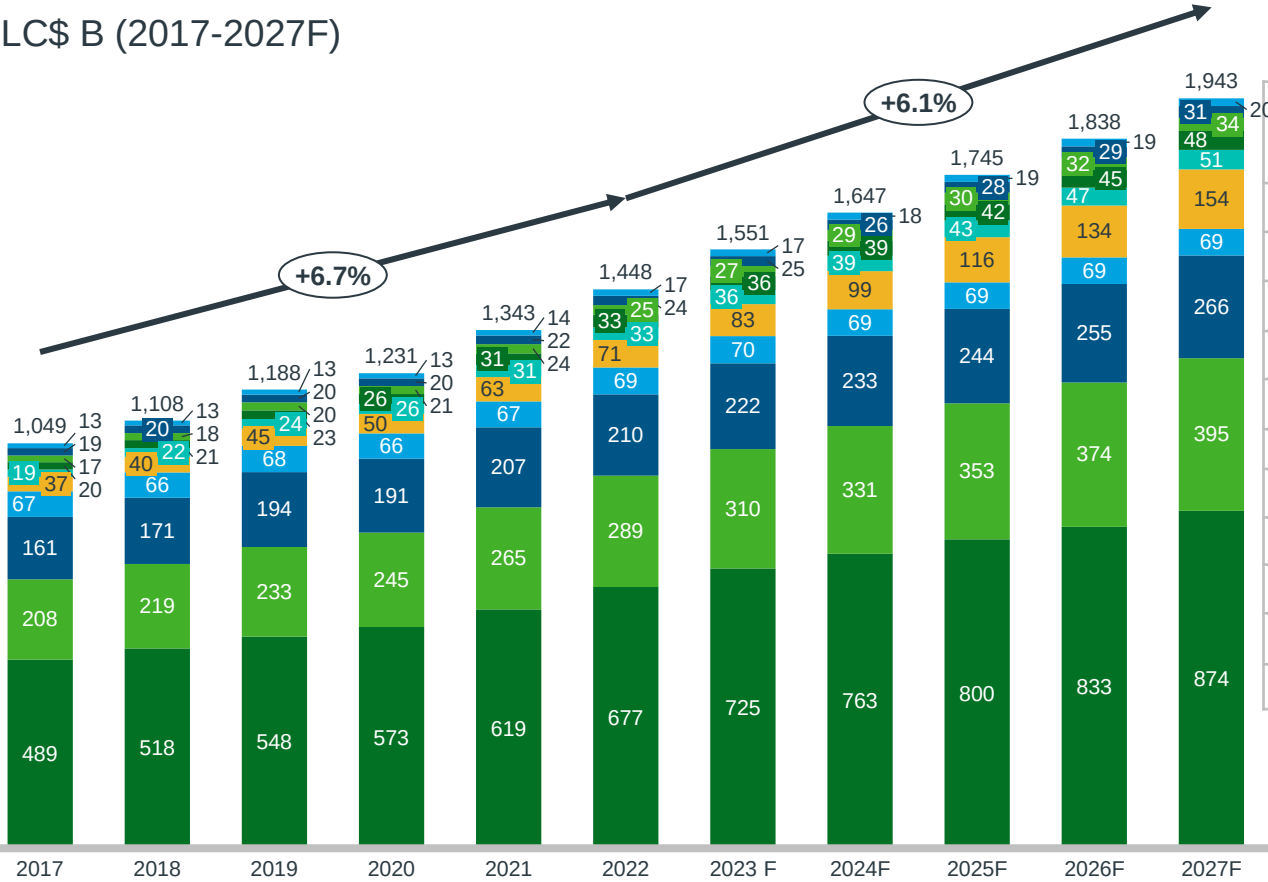


Note- Size indicates 2027 Sales in LC \$
Source: IQVIA Market Prognosis 2022-2027 (May 2023); IQVIA Market Prognosis Global summarizes the key points from each of the Regional studies and adds this to desk research conducted in seven other regions. A combination of IQVIA, official import/export and local manufacturer figures are used to compile this report and establish events that could impact the sales forecast over the period reviewed

Middle East & Africa pharma market is forecasted to reach ~USD 52 B in 2023 and is collectively growing at 6.1% (2018 through 2023)

Value Sales by Country (Historical vs Forecasted)

LC\$ B (2017-2027F)



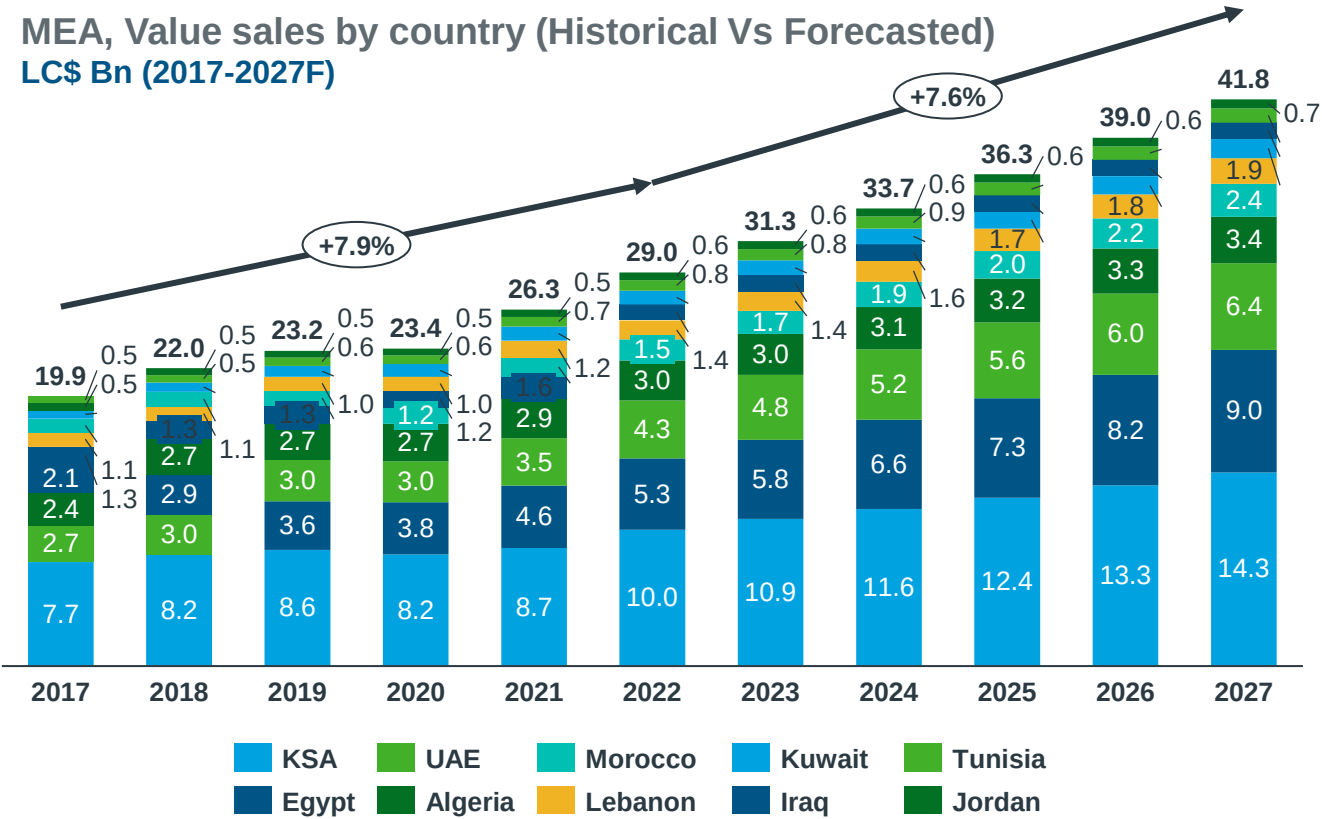
Growth summary (Historic vs Forecasted)

Regions	CAGR '17-'22	CAGR '22-'27
Oceania	5.8%	3.5%
Middle East	4.3%	5.6%
Africa	8.1%	6.2%
CIS	11.0%	8.1%
Indian Sub-Continent	11.5%	9.2%
Latin America, including the Caribbean	14.0%	16.7%
Japan	0.7%	-0.1%
South-East & East Asia	5.5%	4.8%
Europe	6.8%	6.5%
North America	6.7%	5.3%
Global Pharma Market	6.7%	6.1%

Growth>=Global Growth<Global

Source: IQVIA Market Prognosis 2023-2027 (May 2023) and ex-Mfg. sales, LC\$; IQVIA Market Prognosis Global summarizes the key points from each of the Regional studies and adds this to desk research conducted in seven other regions. A combination of IQVIA, official import/export and local manufacturer figures are used to compile this report and establish events that could impact the sales forecast over the period reviewed

Egypt is the fastest growing market in MEA and is forecast to maintain that over the next 5-year period



- Egypt has been growing faster than the other countries in the region, the trend is expected to continue over the next 5-year period
- Historically, the growth has been both value and price driven. However, the future growth is expected to be majorly driven by volume growth

MEA		
Country	CAGR 2017-2022	CAGR 2022-2027
Saudi Arabia	5.6%	7.3%
Egypt	19.9%	11.5%
United Arab Emirate	9.6%	8.3%
Algeria	4.5%	3.0%
Morocco	8.7%	9.6%
Lebanon	5.7%	6.3%
Kuwait	10.2%	6.8%
Iraq	-1.9%	0.3%
Tunisia	9.6%	6.4%
Jordan	2.1%	3.7%

Growth drivers

↑

Improvement in regulatory processes

↑

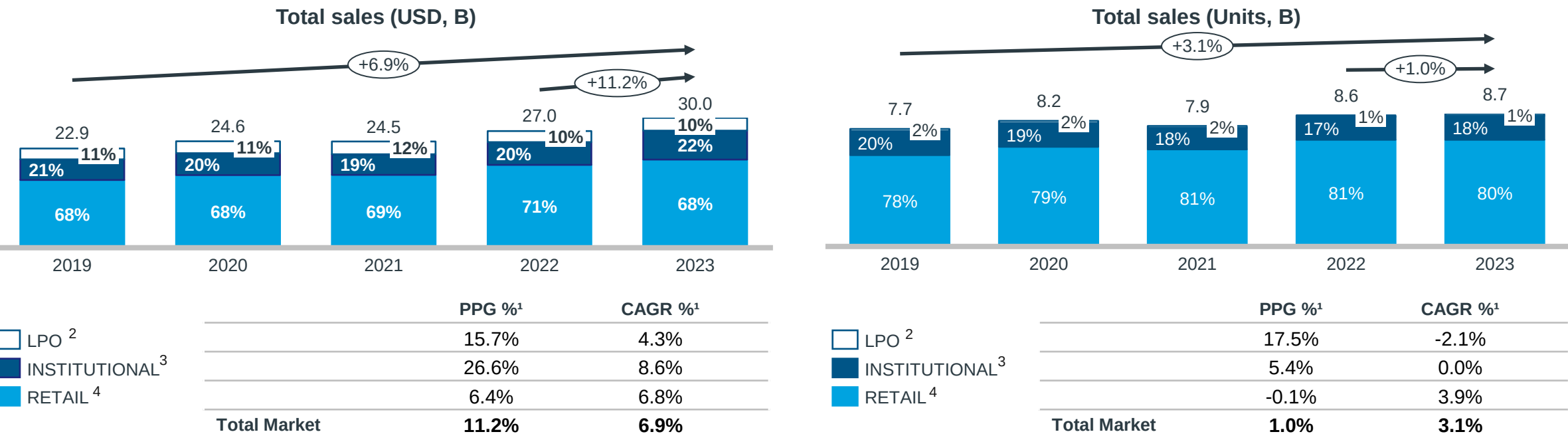
Improving patient access schemes

↑

Growth in healthcare infrastructure and private sector participation

Source: IQVIA Market Prognosis May 2023 and ex-Mfg. sales, LC\$

All channels grew in their value growth in PPG with institution growing the fastest at ~27% PPG contributing 22% to total value of MEA market



- **Retail is the dominant channel in the region accounting for 68% value sales in the region**
- **LPO channel** continues to have a stable contribution in the region with **Kuwait, UAE & KSA** growing by 33%, 12.1% & 2.2% PPG respectively
- **The growth of retail channel can be majorly attributed to expanding market in all markets in MEA**
- **Institutional channel's growth over the years (8.6% CAGR) can be attributed to Egypt (~20% CAGR) which has a ~19% PPG in institutional channel**

1. PPG (Previous Period Growth) calculated for MAT Q1 2023 vs. MAT Q1 2022 and CAGR (Compound Annual Growth Rate) is calculated for MAT Q1 2019-2023

2. LPO data available for UAE, Kuwait and KSA

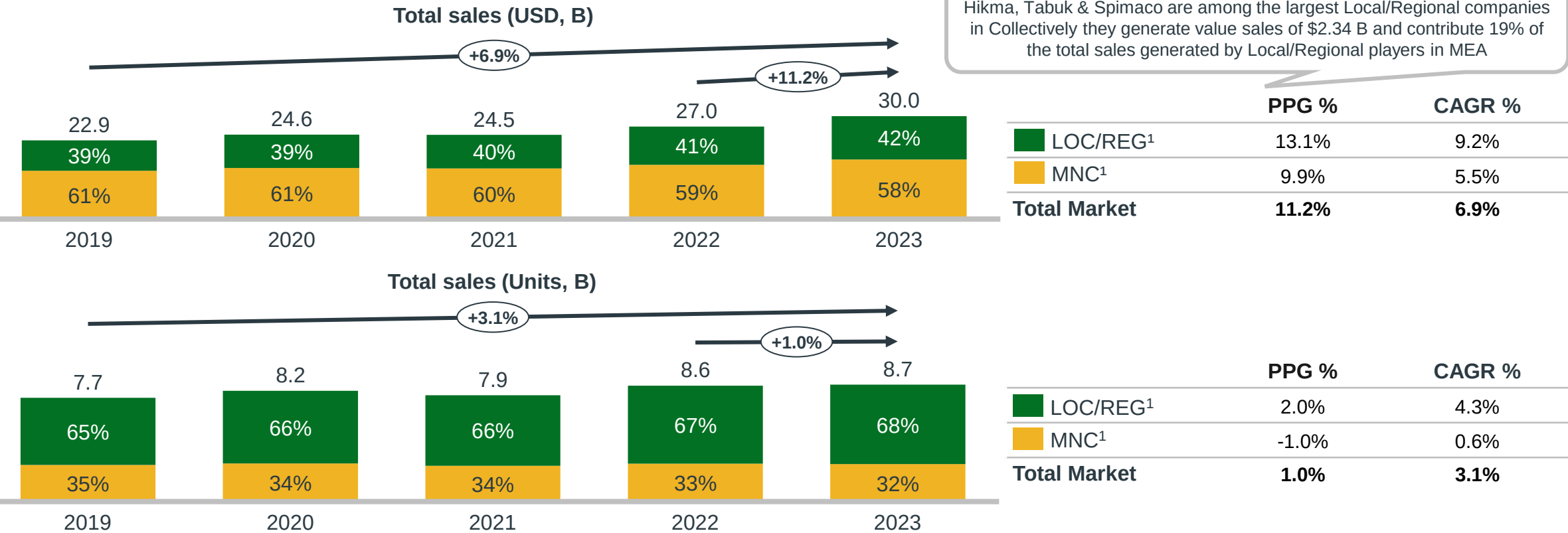
3. Institutional data available for KSA, Egypt, South Africa, Tunisia

4. Retail includes private hospitals and is available for all countries included

Analysis based on Algeria, Egypt, Fr. West Africa, Jordan, Kuwait, Lebanon, Morocco, Saudi Arabia, South Africa, Tunisia, UAE

Source: IQVIA Audited Data, MAT Q4 2022, includes IQVIA private, LPO, Institutional data where available; Value sales at ex-factory price level without discount; Egypt sales at constant exchange rate and don't account for any currency fluctuation or devaluation

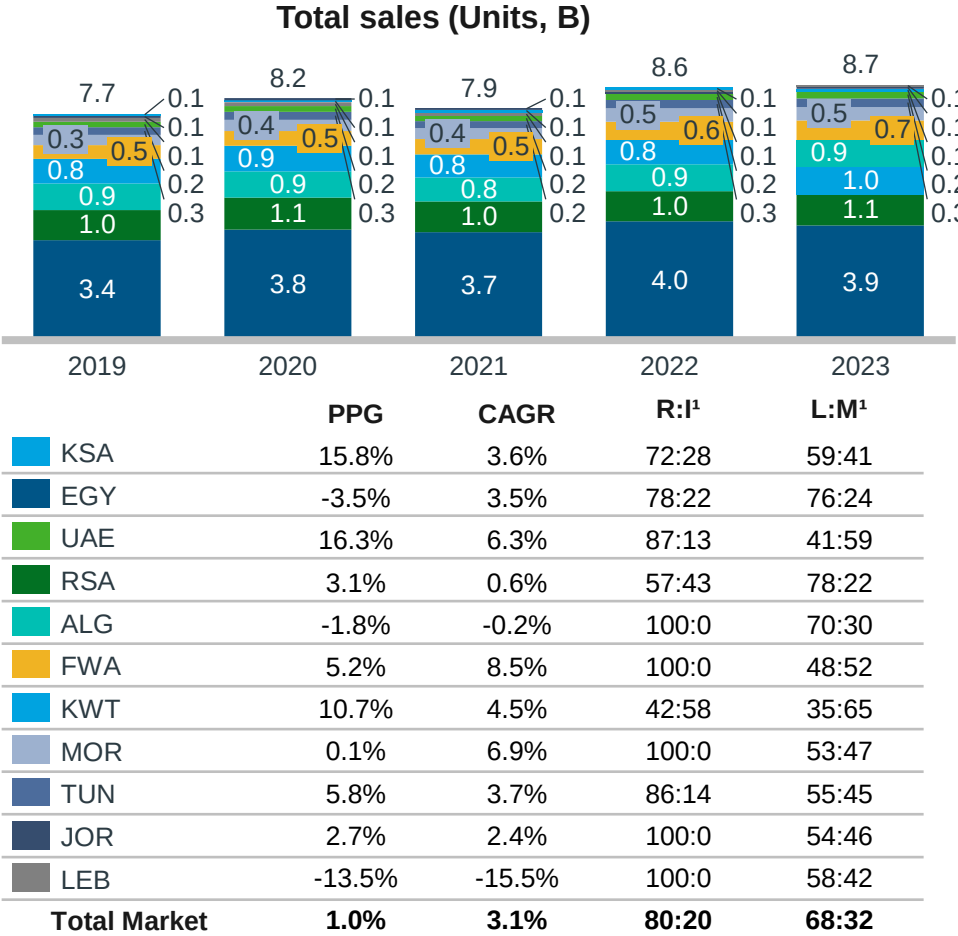
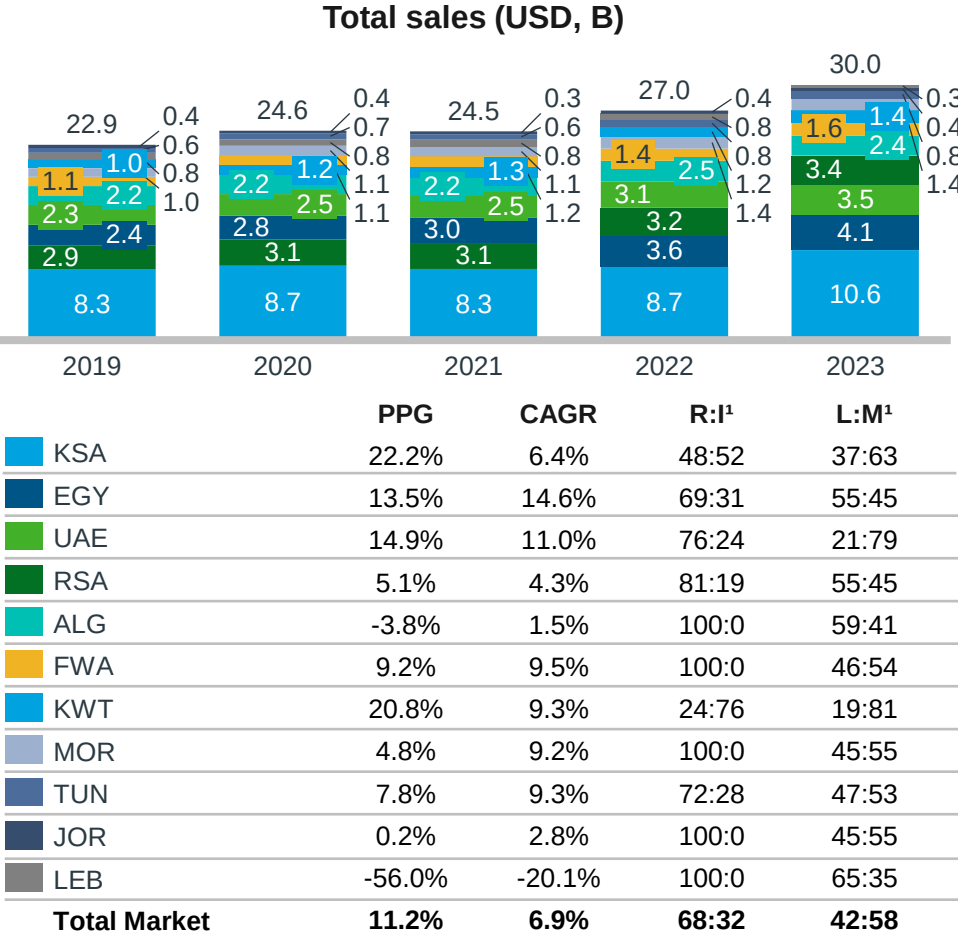
Share of Local/Regional companies continues to grow in value terms, however MNC still controls higher share in MEA



- Growth of **Local companies** in the region was mainly reflected in **Kuwait (39%), KSA (27%), and UAE (20%)**
- Growth of **MNC companies** mainly reflected in **KSA (20%) , Kuwait (17%) and UAE (14%) PPG.**

1. MNC: Multinational companies, Loc/Reg: Local and Regional companies
 Source: IQVIA Audited Data, MAT Q1 2023, includes IQVIA private, LPO, Institutional data where available; Value sales at ex-factory price level without discount; Egypt sales at constant exchange rate and don't account for any currency fluctuation or devaluation

Most MEA countries have continued to grow in value; barring Algeria which saw slight decline in growth over last MAT



- **KSA, Kuwait and UAE** markets are the fastest in value growth in MEA
- **Algeria saw slowed down sales with PPG -3.8%**
- Volume sales of **Lebanon and Egypt** experienced decline over last year (**-13.5% and -3.5% PPG**)
- **Value growth in KSA (22.2% PPG)** is mainly driven by **Hospital channel** and **Egypt (13.5% PPG)** is mainly driven by **Retail channel**

1. R:I represents Retail vs. Institutional sales; L:M represents Local vs. MNC sales
Analysis based on Algeria, Egypt, Fr. West Africa, Jordan, Kuwait, Lebanon, Morocco, Saudi Arabia, South Africa, Tunisia, UAE
Source: IQVIA Audited Data, MAT Q1 2023, includes IQVIA private, LPO, Institutional data where available; Value sales at ex-factory price level without discount; Egypt sales at constant exchange rate and don't account for any currency fluctuation or devaluation

Alimentary tract treatment products continues to be the largest TA; while Antineoplast + immunomodul is the fastest growing TA among top TAs

Top selling Therapy Areas (ATC1s)

PPG%	CAGR%	Ranking Change	Sales (USD, B) MAT Q1 2023		R:I	L:M
8%	8%	↔	1	A (ALIMENTARY TRACT,METABOL) 5.7	75:25	37:63
12%	4%	↔	2	J (SYSTEMIC ANTI-INFECTIVES) 4.2	56:44	51:49
11%	8%	↔	3	N (NERVOUS SYSTEM) 3.2	69:31	47:53
24%	16%	↑	4	L (ANTINEOPLAST+IMMUNOMODUL) 2.8	26:74	15:85
9%	5%	↓	5	C (CARDIOVASCULAR SYSTEM) 2.7	72:28	50:50
20%	7%	↔	6	R (RESPIRATORY SYSTEM) 2.3	86:14	52:48
4%	8%	↔	7	B (BLOOD + B.FORMIN) 1.5	51:49	35:65
9%	6%	↔	8	M (MUSCULO-SKELET) 1.5	82:18	55:45
8%	6%	↔	9	G (G.U.SYSTEM & SE) 1.4	88:12	53:47
10%	8%	↔	10	D (DERMATOLOGIC) 1.3	86:14	46:54

1. R:I stands for Retail:Institution and L:M stands for Local:MNC; Institution includes LPO tender data where available

2. Arrows indicate change in companies ranking in reference to its ranking in the previous year (MAT Q1 2022 vs. MAT Q1 2023)

Analysis based on Algeria, Egypt, Fr. West Africa, Jordan, Kuwait, Lebanon, Morocco, Saudi Arabia, South Africa, Tunisia, UAE

Source: IQVIA Audited Data, MAT Q1 2023, includes IQVIA private, LPO, Institutional data where available; Value sales at ex-factory price level without discount; Egypt sales at constant exchange rate and don't account for any currency fluctuation or devaluation

- Alimentary tract products continues to be the leading TA in MEA region accounting for 19% the region sales
- KSA accounts for 33% share in total Alimentary tract sales in MEA, while recording growth of 18% PPG in value
- Antineoplast + immunomodul has grown at fastest rate thanks to growth in UAE & KSA as they grew at 16% & 45% respectively
- Nervous TA was driven by Roche (67%),Novartis (30% PPG) , Biogen (37% PPG)

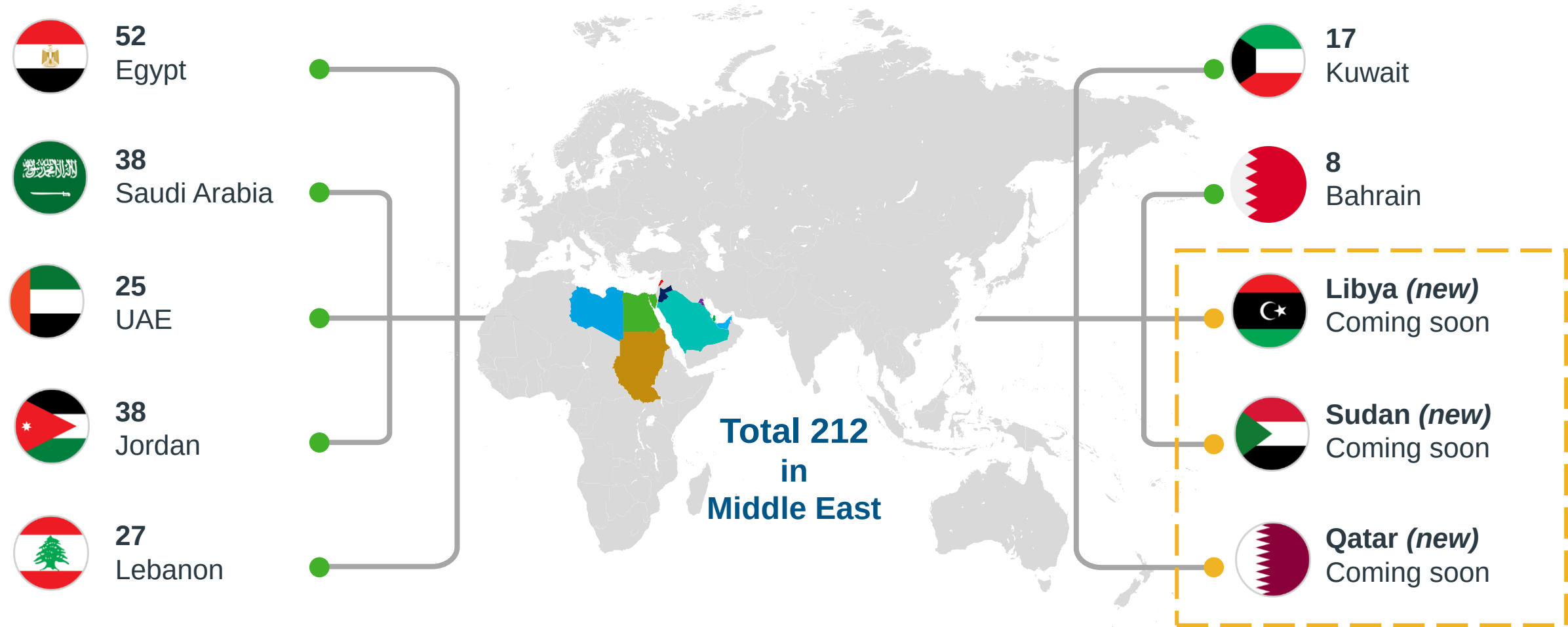


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Number of Collaborating Data suppliers in the ME countries

More than 200 collaborating Data Suppliers in the ME region covering 7 countries since 1971



IQVIA ME Market Coverage in OTC categories

We archived many deals recently to reach to ~ 97% actual transaction in top 3 countries, in addition to enhance the coverage dramatically in Lebanon and Jordan



Autoimmune diseases is one of the key therapy areas driving the continuous growth of biologics as a therapy class

How do healthcare stakeholders use autoimmune prescription data today?

Key business questions

How do prescriptions and standard of care differ across countries?

How is the competitive landscape evolving?

How is my brand being prescribed in the real-world setting?

How do prescriptions differ by line of therapy or degree of severity?

Autoimmune + MS Insights is a cross-sectional survey collecting prescription data from a representative panel of physicians and it covers...

Geographies		France, Spain, UK, Saudi Arabia
Diseases		13 diseases: Rheumatoid arthritis, Juvenile arthritis, Axial <u>Spondyloarthritis</u> , Ankylosing Spondylitis, Psoriatic arthritis, Systemic lupus erythematosus, Ulcerative colitis, Crohn's disease, Plaque psoriasis, Hidradenitis Suppurativa, Non-radiographic axial <u>spondyloarthritis</u> , Axial <u>spondyloarthritis</u> , Multiple Sclerosis
Physician specialties		Hospital-based dermatologists, gastroenterologists, rheumatologists, neurologists
Variables		+ Prescription and co-prescription + Diagnosis and co-diagnosis (ICD-10) + Treatment dosing and duration + Patient demographics + Time from diagnosis to biological treatment

All patient data are de-identified and comply with relevant rules for patient privacy protection

Autoimmune + MS Insights - IQVIA 2022

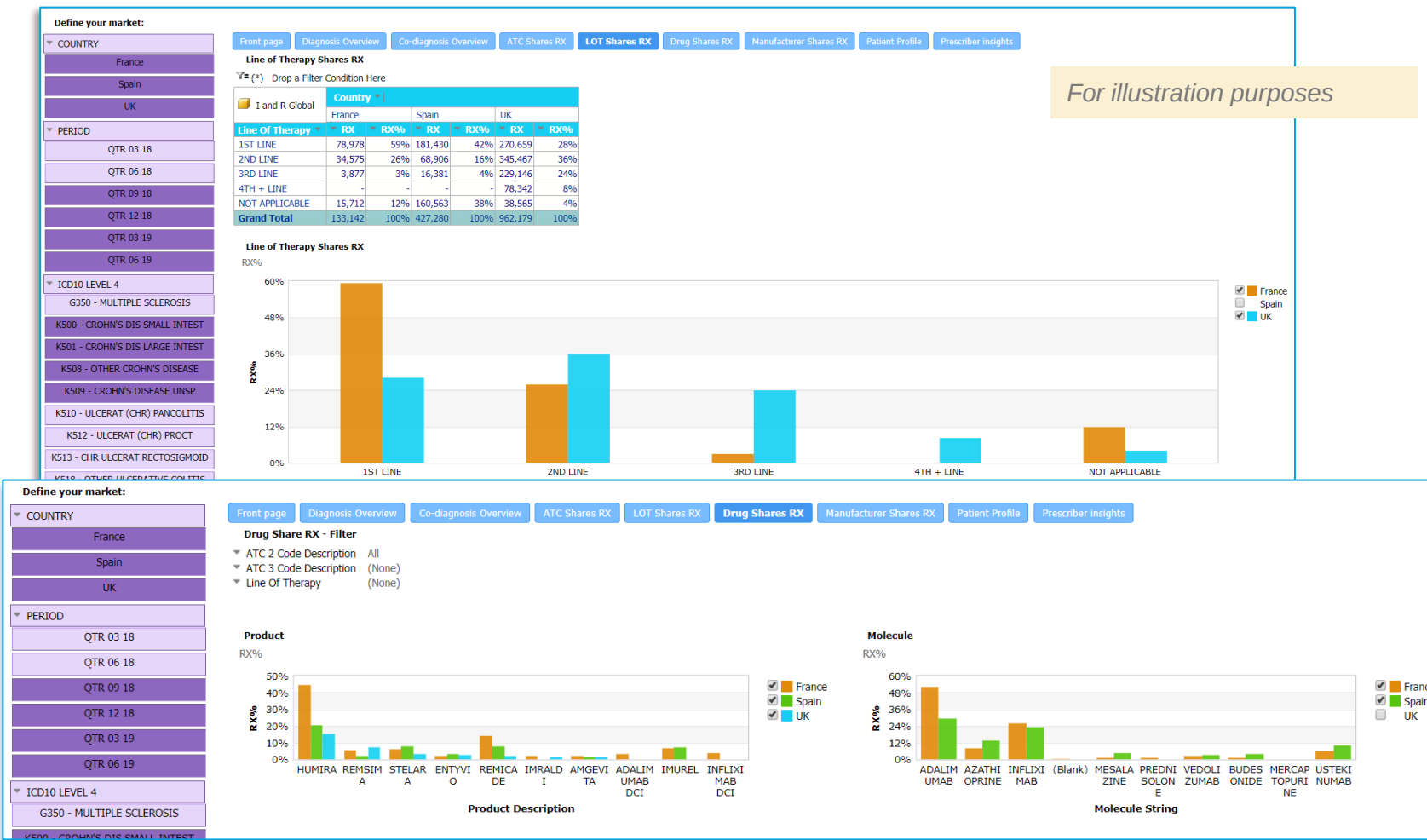
Diagnosis Insights Autoimmune – Get easy access to the best-in-class reports and visualizations with fully dynamic functionality

Entry 1: Diagnosis Insights: entry by disease

- *Diagnosis*
- *Co-diagnosis*
- *ATC*
- *Line of therapy*
- *Co-RX*
- *Manufactures*
- *Patient profile*
- *Prescriber*

Entry 2: Prescription/Drug Insights

- *Patient profile*
- *Product*
- *Co-RX*
- *Line of therapy*
- *Key Disease and ICD10 codes*
- *Degree of severity*
- *Daily dose/intake*



A consumer health pharma client leveraged IQVIA's expertise on omnichannel and adopted 'phygital' engagement to increase brand touchpoints in the KSA

Objective

- Client wanted to take their first step towards an **orchestrated omnichannel** customer engagement in 2023 for KSA
- Their objective was to deliver **superior engagement to customers** by **enhancing reach** through digital touchpoints and new ways of 'phygital' engagement

Our Approach

- Our process involved creating a **content orchestration strategy** based on :
 - **Client's research** of HCP preferences
 - Setting up **email journeys with SFMC** and pairing it with recommended IQVIA capabilities of **HCP Space, Content Services, Executive Dashboard**
- **Program Management**

Impact So Far



In perspective of pure performance as a stand-alone measurement, we are doing amazingly well. The campaign numbers are great
 - **Email performance against region benchmarks**



- We were able to **successfully onboard ~4000 HCPs** onto the program using OneKey Consents
- We have been clocking **Email Open Rates at 23% which is a great number** - average open rates for bulk emailers in the region is approximately 11% for Pharma campaigns for year long programs
- The program is in the initial stages of launch, and the client wants to **explore these metrics further** in future. Their vision is to **use HCP Space as a singular platform for HCP engagement** with webinars and knowledge enhancement **along side increased brand touchpoints with digital**



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- + New IQVIA Initiatives
- + Regional Summary and Analysis
- + Spotlight on new offering
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Scope of the report

Middle East & Africa	KSA, UAE, Kuwait, Lebanon, Jordan, Egypt, Algeria, Morocco, Tunisia, Fr. West Africa, South Africa
Data Coverage	KSA: Private, Tender & LPO UAE, Kuwait: Private & LPO Egypt: Private, MoH & Semi-Governmental Fr. West Africa, Jordan, Lebanon, Algeria, Morocco: Private South Africa, Tunisia: Retail & State Hospital
Focus	Time Period: MAT Q1 2019 to MAT Q1 2023¹ Measures: Value (USD) and Volume (Units) Analysis conducted at constant exchange rates and at ex-factory price level²
	Exchange rates per 1 USD: - Algeria: 136.36 DZD - Egypt: 29.92 EGP - Fr. West Africa: 0.93 - Jordan: 0.71 JOD - Kuwait: 0.31 KWD - Morocco: 10.29 MAD - Saudi Arabia: 3.75 SAR - South Africa: 17.74 ZAR - Tunisia: 3.11 TND - UAE: 3.67 AED
Report Release Date	Jun 2023
Analytical Timeframe	MAT Q1 2023

1. Time period of analysis varies for different countries subject to historical data availability; exact time period of analysis is mentioned on the slide of respective country
2. Converted from other price levels to ex-factory by using applicable discount factors
3. Lebanon exchange rate is not available

Key Terminologies used in the report

PPG	Previous Period Growth: Growth over last MAT i.e. MAT Q1 2022 vs. MAT Q1 2023 growth
CAGR	Compound Annual Growth Rate for period MAT Q1 2019 to MAT Q1 2023
MAT	Moving Annual Total: Period considering the last 12 months from the available period, values at MAT level are rolling yearly sum
Local/Reg Companies	Companies having operations limited to Middle East and Africa region, Indian companies, other smaller companies having niche portfolio. For e.g. Hikma, SPIMACO, Cipla, Adcock Ingram, Aspen
MNCs	Large companies having global presence with diverse portfolio and having headquarters in developed markets such as US, EU, Japan. For e.g. Pfizer, Novartis, Takeda, GSK, Roche

Please contact us for more information



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Thank You

