

Pharmaceutical Market in Kosovo



Pharmaceutical market

- The pharmaceutical market in Kosovo has grown substantially over the past years while still being dominated by imported pharmaceutical products. The market is characterized by a high number of importers, distributors and retail stores.
- Currently there are only a few manufactures of medical products in Kosovo while there is only one medical devices manufacturer.
- Pharmaceutical market in Kosovo is comprised of a few market players and importers which make for the largest part of the market share.

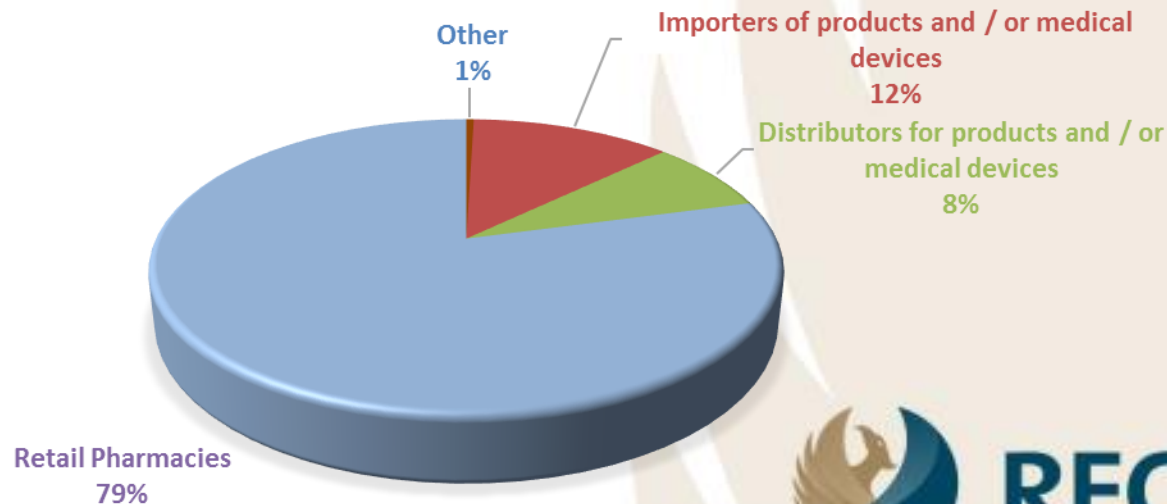


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Pharmaceutical market

- The table below shows the number of players in the pharmaceutical market based on the activity type or field they operate.
- As seen from the table below, since there's a lack of domestic producers the market is characterized by a high number of importers. Producers and manufactures count for only 1% of the market.

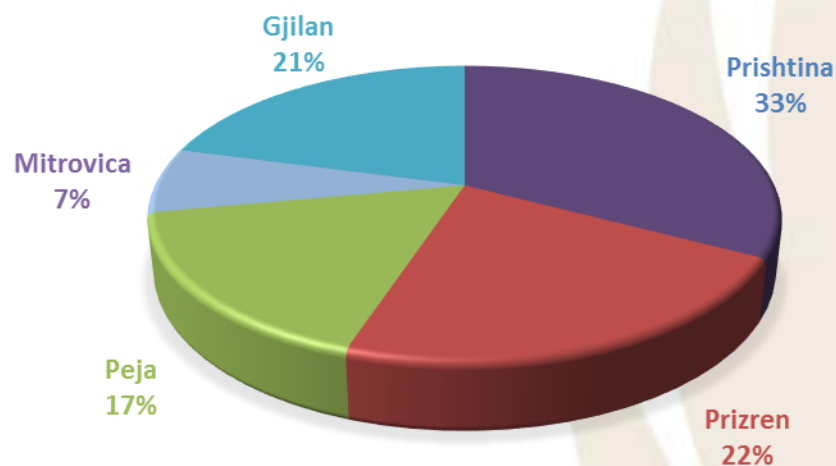
PLAYERS IN THE PHARMACEUTICAL MARKET IN KOSOVO



Pharmaceutical market

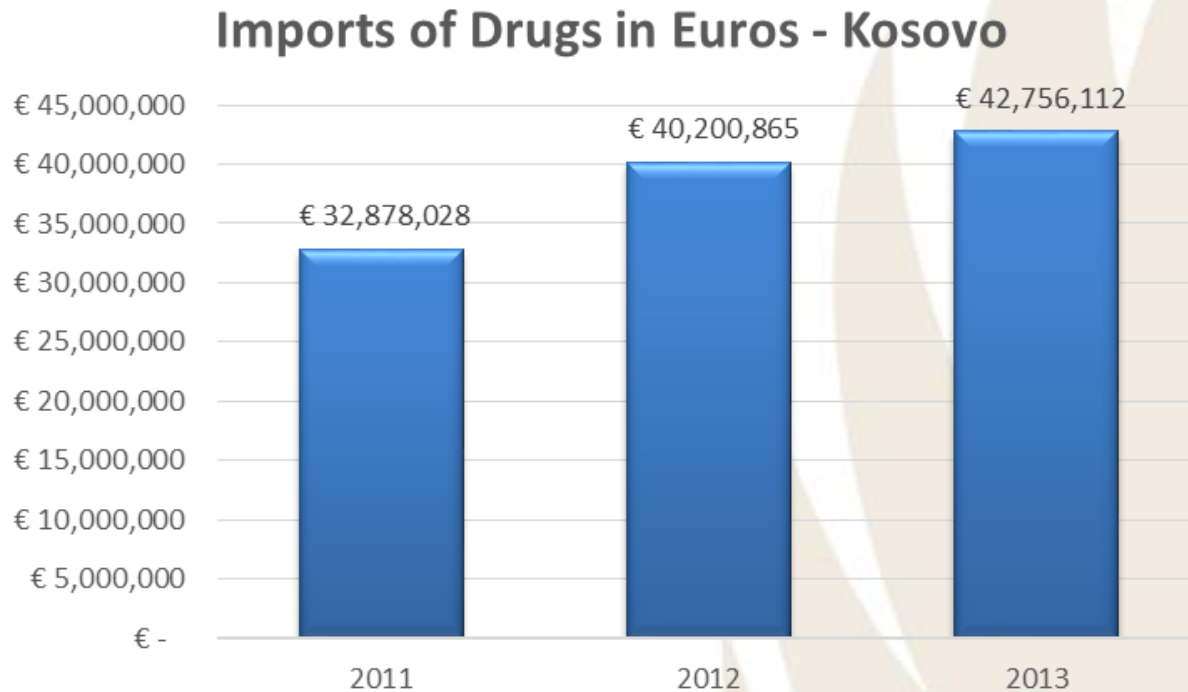
- The table shows the number of retail pharmacies by city

RETAIL FARMACIES DISTRIBUTION BY CITY - KOSOVO



Pharmaceutical market

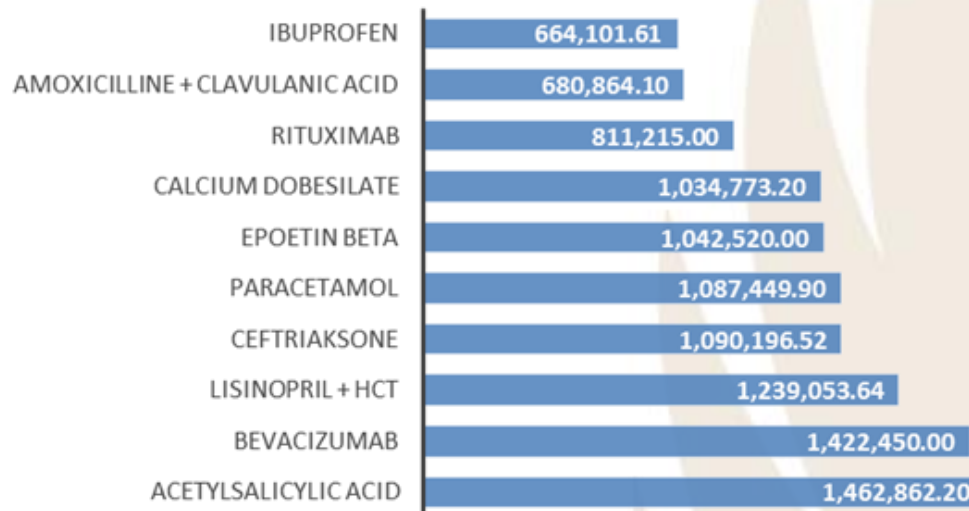
- The following table shows the euro amount for imported drugs throughout 2011 – 2013 period.



Pharmaceutical market

- Listed on the table below are the top 10 most sold products in Euro sales in 2013.

Top 10 Pharmaceutical Product Sales 2013



Pharmaceutical market

- In terms of the key **market players**, the market has been dominated by a few players which have kept consistent market presence. Market analysis shows that the two leading pharmaceutical distribution companies in account for more than 30% of the total market share.
- The top 10 leaders in market shares in the industry comprise approximately 61% of total market shares. This high concentration of market players is an indication of possibilities for new entrance in the market.



Thank You

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