

South & Central America Branded Generics Market Forecast to 2028 - COVID-19 Impact and Regional Analysis - by Therapeutic Application (Oncology, Cardiovascular Diseases, Diabetes, Neurology, Gastrointestinal Diseases, Dermatology Diseases, Analgesics and Anti-Inflammatory, and Others), Distribution Channel (Hospitals, Retail Pharmacies, Online Pharmacies, and Drug Stores), Drug Class (Alkylating Agents, Antimetabolites, Hormones, Antihypertensive, Lipid-Lowering Drugs, Antidepressants, Antipsychotics, Antiepileptic, and Others), and Formulation Type (Oral, Parenteral, Topical, and Others)

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Report description:

The branded generics market in South & Central America is expected to grow from US\$ 24.33 billion in 2022 to US\$ 43.28 billion by 2028; it is estimated to grow at a CAGR of 10.1% from 2022 to 2028.

The branded generics market growth in South & Central America is attributed to the aging population, flourishing diagnostics market, and increasing initiatives by major players in the medical industry. Furthermore, the rising prevalence of chronic diseases that demand affordable therapeutic options is expected to provide opportunities to the market in this region during the forecast period. By country, the market in the rest of South & Central America is segmented into Chile, Colombia, Peru, Cuba, Venezuela, and Bolivia. These countries are investing significantly in improving healthcare services, focusing on primary and advanced care.

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According to data by World Bank, ~12% of the population in Chile was reported to be more than 65 years of age in 2020. With the increasing geriatric population, the prevalence of diabetes, cancer, and cardiovascular diseases is also on the rise, simultaneously driving developments in the pharmaceutical and healthcare industries in the rest of South & Central America. Therefore, the expected increase in the number of healthcare settings in these countries and the rise in the geriatric population are likely to provide significant opportunities for the growth of the branded generics market players in the coming years.

By introducing new features and technologies, vendors in the Europe branded generics market can attract new customers and expand their footprints in emerging markets. This factor is likely to drive the market at a good CAGR during the forecast period.

South & Central America Branded Generics Market Revenue and Forecast to 2028 (US\$ Billion)

South & Central America Branded Generics Market Segmentation

South & Central America branded generics market is segmented into therapeutic application, distribution channel, drug class, formulation type and country. The therapeutic application segment of the South & Central America branded generics market is segmented into oncology, cardiovascular diseases, diabetes, neurology, gastrointestinal diseases, dermatology diseases, and analgesics and anti-inflammatory. In 2022, the others segment held the largest share of the market, by therapeutic application. The South & Central America branded generics market, by distribution channel is hospital pharmacies, retail pharmacies, online pharmacies, and drug stores. The retail pharmacies segment is likely to hold the largest share of the market in 2022. The South & Central America branded generics market, by drug class is segmented into alkylating agents, antimetabolites, hormones, anti-hypertensive, lipid lowering drugs, anti-depressants, anti-psychotics, anti-epileptic, and others. The others segment is likely to hold the largest share of the market in 2022. The South & Central America branded generics market, based on formulation type is segmented into oral, parenteral, topical, and other. In 2022, the oral segment held the largest share of the market, by formulation type. Based on country, the South & Central America branded generics market is segmented into Brazil, Argentina, and the Rest of South & Central America. Brazil held the largest market share in 2022.

Aspen Holdings, AstraZeneca, Bausch Health (Valeant Pharmaceuticals), Dr. Reddy's Laboratories Inc., GlaxoSmithKline plc, Hetero, Lupin, Mylan N.V., Par Pharmaceuticals, Sandoz International GmbH, Sanofi, and Teva Pharmaceutical Industries Ltd. are among the leading companies in the branded generics market operating in this region.

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