

Figure 1: Market Trends



New Economies

- \$10tn (13% global GDP) expected to be spent on healthcare in 2022, driven by an expanding global middle class



New Science

- The combination of advanced science and tech is expected to drive 81% of biopharma revenue growth, but is more expensive to develop



New Customers

- 1.4bn people aged 60+ in 2025, rising from 900+ million in 2015



New Demands

- 50% of US millennials getting on-the-go care at retail locations instead of primary care



New Pressures

- Rising drug development costs and regulatory pricing pressures raise concerns for companies with struggling drug pipelines
- R&D costs have risen at an annual rate of 8.5% above price inflation



New Competition

- Between 2019-2025, brand loss of exclusivity is expected to have a negative impact of \$209 billion across developed pharma markets
- The average tenure for a market-leading treatment in a therapeutic area dropped by 51% between 2000 and 2017 (10.5 years to 5.1 years)