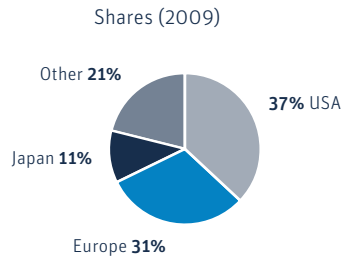
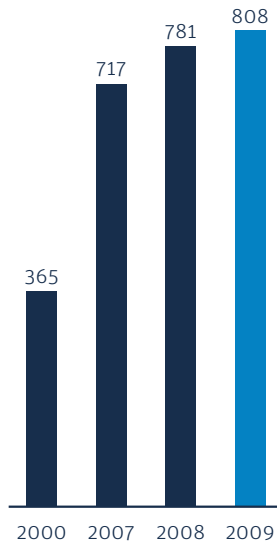

The Global Pharmaceutical Market

in USD billion



Sales at manufacturer prices in the pharmacy market
Source: IMS Health, vfa

Global pharmaceutical sales more than doubled from 2000 to 2009. The USA, with around 37 percent, is still the world's biggest single market. Growth in this market, which was above average until the first years of the new millennium, has tended to approximate the moderate dynamic of European markets in the past three years. Latin American and Asian markets have grown most strongly.

Europe's share of the world market declined in 2009 to 31 percent (from 32 percent in the previous year), due mainly to the euro's weaker exchange rate against the U.S. dollar. Germany's global market share also fell very slightly in 2009 from 4.5 to 4.3 percent. In real terms, assuming a constant exchange rate, Germany's share of the world market decreased from 5.0 to 3.5 percent over the past decade.