ABSTRACT

Present study is carried out to predict possible effects of all various factors on prices and availability of medicines at retail counter and possible trends in the field of pharmaceutical and healthcare industry in coming decade. All factors, both at global and national levels, which are going to affect growth of pharmaceutical industry, are taken into consideration. This includes external or exogenous factors or 'events' and internal or endogenous factors. Predictions are made for ten years i.e. up to year 2015. Various sub-segments, which are evaluated affecting growth of pharmaceutical sectors are:

1. Indian pharmaceutical industry – present statistical data analysis.
2. World Trade Organization (WTO) and Indian pharmaceutical industry.
3. Regulatory changes in National policies and legislations.
4. Indian healthcare sector.
5. Research and development activities in pharmaceutical sector.
7. Biotechnology and pharmaceutical industry.
9. Hospitals.
10. Drug pricing.
11. Herbals and complementary system of medicines.

Analysis of various factors with reference to the above points was studied. Results obtained are plotted in reference to following areas for the period between years 2005-2015.

- Effect on national and trans-national pharmaceutical corporations.
- Effect on consumers.
- Effect on research and development.
- Effect on government policies.

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