Vaccines in Latin America: Opportunities in Brazil, Mexico and Argentina

Over the past decade, vaccines have resurfaced as an attractive commercial proposition for Pharma. The developed world has been the initial focus of vaccine makers due to the better healthcare infrastructure and higher price levels. However, facing increasingly saturated markets in the West, companies are looking to expand into new geographies, such as Latin America's emerging markets.

Scope of this research

- Strategic analysis of key domestic vaccine companies, as well as the position of major international players.
- Thorough assessment of the market environment for vaccines in Brazil, Mexico and Argentina.
- Review of existing vaccine recommendations, coverage rates and promising future indications.
- In-depth discussion of strengths, weaknesses, opportunities and threats for each market from vaccine makers’ perspectives.

Research and analysis highlights

Striving to achieve self-sufficiency in vaccine supply, Brazil has created a strong, state-controlled vaccine industry. The requirement for technology transfer partnerships with domestic companies for international vaccine makers targeting the Brazilian public sector can facilitate market entry, but reduces the long-term market opportunity.

In the absence of a strong domestic vaccine industry, Mexico and Argentina heavily depend on vaccine imports. Partnerships with local developers and distributors can gain international players an advantage in market penetration and winning national tenders.

As a consequence of increasing wealth and growing awareness for vaccination, emerging private sector markets in all three countries offer a promising opportunity, particularly to manufacturers of novel, high-price vaccines which currently have small chances of being integrated into routine vaccination schedules.
Key reasons to purchase this research

- Review portfolios and deals for key domestic vaccine companies as well as the position of major international vaccine makers
- Gain insight into the market environment for vaccines through a review of demographic, economic and regulatory trends
- Understand challenges, unmet needs and future opportunities for vaccine makers targeting Brazil, Mexico and Argentina
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