

# Healthcare, Regulatory and Reimbursement Canada Market Analysis 2017 and Forecasts To 2022

*Healthcare, Regulatory and Reimbursement Canada Market 2017 Share, Trend, Segmentation and Forecast to 2022*

PUNE, INDIA, November 22, 2017 /EINPresswire.com/ -- Pune, India, 22nd November 2017: WiseGuyReports announced addition of new report, titled "CountryFocus: Healthcare, Regulatory and Reimbursement Landscape - Canada".

## Summary

The industry analysis specialist, has released its latest report, "CountryFocus: Healthcare, Regulatory and Reimbursement Landscape - Canada". The report is an essential source of information and analysis on the healthcare, regulatory and reimbursement landscape in Canada. It identifies the key trends in the healthcare market and provides insights into the demographic, regulatory, reimbursement landscape and healthcare infrastructure of Canada. Most importantly, the report provides valuable insights into the trends and segmentation of the pharmaceutical and medical device markets. It is built using data and information sourced from proprietary databases, secondary research, and in-house analysis by team of industry experts.

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In 2016, Canada population was approximately at 36.3 million. The Canadian pharmaceutical industry is the 10th largest market with a share of 2% of the global market. In 2015, pharmaceutical sales were estimated at \$22.1 billion. This rose to about \$22.6 billion in 2016 and is forecast to increase to \$25 billion in 2021, at a CAGR of 2%. Patented drugs accounted for 61.8% of the total sales in 2015. The medical device market in Canada was worth \$8.7 billion in 2009, which increased to \$11 billion in 2016. It is expected to grow at a CAGR of 4.2% from \$11.5 billion in 2017 to \$13.5 billion in 2021. The main segments ophthalmic devices, orthopedic devices, drug delivery devices, in vitro diagnostics and healthcare IT will drive market growth.

These positive trends can primarily be attributed to -

- Increasing awareness regarding early disease detection and diagnosis
- Advances in medical technology

## Scope

The report provides information on the healthcare, regulatory, and reimbursement landscape in Canada, and includes -

- An overview of the pharmaceutical and medical device markets, comprising market size, segmentation, and key drivers and barriers
- Profiles and SWOT analyses of the major players in the pharmaceutical market (Johnson & Johnson, Novartis, Teva, Apotex and Gilead) and profiles and SWOT analyses of the major players in the medical device market (Johnson & Johnson, Medtronic, Baxter, Fresenius and Sonova)
- An insightful review of the reimbursement and regulatory landscape, of which analysis includes details of the healthcare reimbursement process, the regulatory agencies and the approval processes for new drugs and medical devices
- Detailed analysis of the political and economic environment, covering economic indicators, demographics, healthcare infrastructure and healthcare expenditure
- An overview of the opportunities for and challenges to growth in the Canadian healthcare market

## Reasons to buy

This report will enhance your decision-making capability by allowing you to -

- Develop business strategies by understanding the trends shaping and driving the Canadian healthcare market
- Drive revenues by understanding the key trends, reimbursement and regulatory policies, pharmaceutical market segments, and companies likely to impact the healthcare market in the future
- Formulate effective sales and marketing strategies by understanding the competitive landscape and analyzing the performance of various competitors
- Organize your sales and marketing efforts by identifying the market categories and segments that present the most opportunities for consolidation, investment, and strategic partnership
- Identify, understand, and capitalize on the opportunities and challenges in the Canadian healthcare market

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