

STRATEGY BUILT FOR A PURPOSE

PRESS RELEASE

Munich, January 10th, 2024

stradoo® FROM STRUGGLE TO SURGE – Pharmaceutical Markets in Africa on the Rise

Countries north and south of the Sahara are taking significant steps in healthcare infrastructure and regulatory reforms. Driven by population growth, urbanization, and economic development, the pharmaceutical market in Africa continues to increase significantly.

In **stradoo®**'s latest publication "**FROM STRUGGLE TO SURGE**", we explore this compelling and rapidly evolving landscape of the emerging markets in Africa.

The shift towards local production, changing disease profiles, and plenty of international health initiatives present unique opportunities for pharmaceutical companies to foster their own growth.

FROM STRUGGLE TO SURGE provides a comprehensive exploration of the African pharmaceutical market, its business opportunities, and future prospects. Our investigation delves into the interplay between historical precedents, current trends, and future trajectories.

stradoo® - a renowned strategy consulting firm specializing in life sciences – is known for custom made strategy development in international markets, utilizing proprietary methodologies and Big-Data driven tools. We serve our clients globally in launching products and in defining and rolling-out innovative going to market models.

We hope you will enjoy reading this publication and remain at your disposal under muenchen@stradoo.com.