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PHARMA DOMAIN KSA (KINGDOM OF SAUDI ARABIA) SWOT & PESTLE ANALYSIS

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Company Name : Pharma Domain KSA (Kingdom of Saudi Arabia)

Company Sector : Pharmaceutical

Operating Geography : Kingdom of Saudi Arabia

About the Company : Saudi Arabia is one of the largest pharmaceutical markets in the Middle East, and its expansion over recent years can be attributed to a growing population, an increase in non-communicable diseases and strong state support for health services, with major government investment in new hospitals and clinics. The latest industry data reveals the Kingdom's pharmaceutical market is expected to be valued at \$10.74 billion (SR40.1 billion) by 2023

Revenue :

SWOT Analysis :

The SWOT Analysis for Pharma Domain KSA (Kingdom of Saudi Arabia) is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Strong economic vision and strategic geographic location 2.Increasing multinational pharma investments 3.KSA - one of the largest pharmaceutical markets in the Middle East 	<ul style="list-style-type: none"> 1.Majority of pharmaceuticals manufactured overseas
Opportunities	Threats
<ul style="list-style-type: none"> 1.National Transformation Program (NTP) to boost domestic pharma manufacturing 2.Government focus on spending on health and social development 3.Increasing preference for branded medications in KSA 4.Collaboration between domestic and international players 	<ul style="list-style-type: none"> 1.Weakening economic conditions 2.Accusations of committing glaring human rights abuses

PESTLE Analysis :

The PESTLE Analysis for Pharma Domain KSA (Kingdom of Saudi Arabia) is given below:

<p style="text-align: center;">Political</p> <ol style="list-style-type: none"> 1.Apprehensions on the stability of the current monarchy 2.Government spending and focus on pharma sector 	<p style="text-align: center;">Economical</p> <ol style="list-style-type: none"> 1.Falling oil prices
<p style="text-align: center;">Social</p> <ol style="list-style-type: none"> 1.Majority of population living in isolated areas, challenging consistent healthcare delivery 2.Rise in Preference for Branded Medications in Saudi Arabia 3.Rise in non-communicable diseases 	<p style="text-align: center;">Technological</p> <ol style="list-style-type: none"> 1.Rise of telemedicine and e-health adoption 2.R&D investments in Saudi pharmaceuticals industry
<p style="text-align: center;">Legal</p> <ol style="list-style-type: none"> 1.Free-trade-zones to position Saudi Arabia as a pharmaceuticals manufacturing hotspot 2.Favourable regulations for locally manufactured products 3.Medication ingredient requirements in KSA 	<p style="text-align: center;">Environmental</p> <ol style="list-style-type: none"> 1.Importance of sustainability in pharma sector

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