



PRICERIGHT[®]
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Enterprise Pricing and
Tendering Software

FAST FACTS: EUROPEAN GENERICS PRICING & TENDERING

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21 COUNTRIES

Participated in a survey of their price regulation and tendering approach for generic medicines.

The approaches to pricing and tendering for these markets vary in the specific details.



WHAT YOU NEED TO KNOW ABOUT THE TENDER LANDSCAPE IN EUROPE

6 COUNTRIES

Tender by Therapeutic Indication versus other markets that tender at an active ingredient or basket of active ingredients.

18 COUNTRIES

Regulate Gx Entry Price in addition to other mechanisms like tendering. Only 3 markets have free price for entry of generics. *Tendering keeps the net price down regardless.*

9 COUNTRIES

Have National Tenders versus the remaining countries that tender at a regional and/or local level. Will national tendering continue to grow?

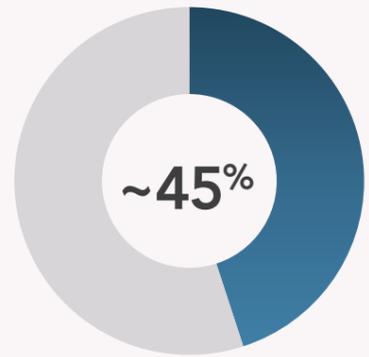
KEY FACTS WHEN PREPARING FOR GENERIC COMPETITORS

How will generic entry impact your branded products?

Do you have visibility of your competitors' bid price trends?

12 Markets have a transparent winning price – which allows for greater price analysis. ✓

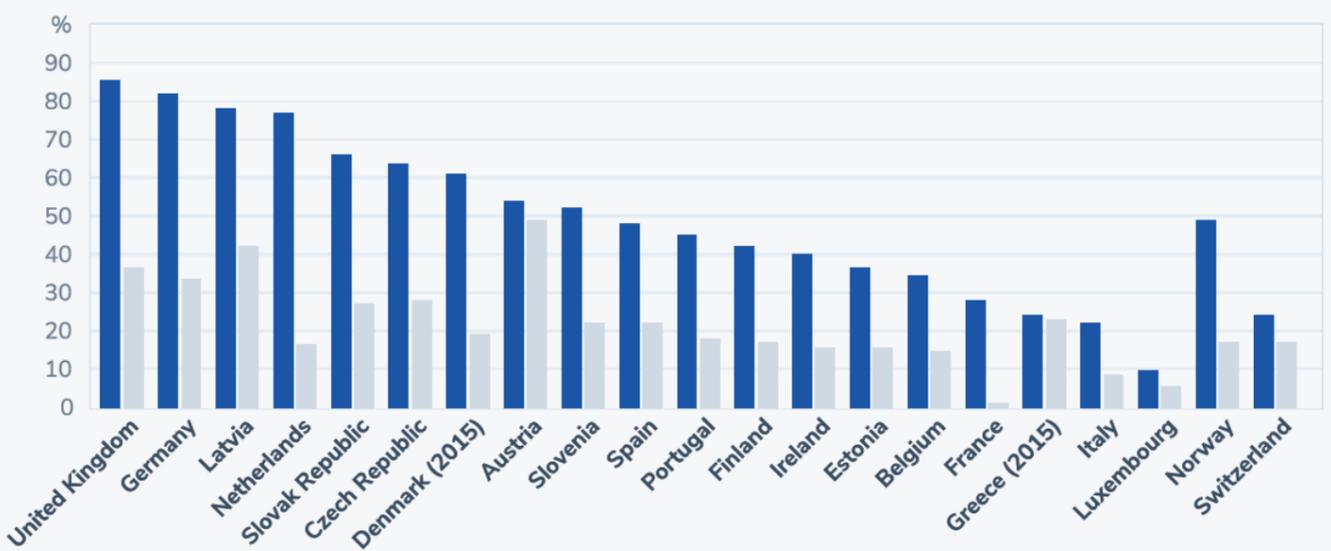
9 Countries do not publish the winning price of tenders. ✗



The first generic entrant price must be on average 45% below the originator price. Subsequent generics must be even lower in a number of markets.

Generic Share by Volume and Value, 2018

Volume Value



Contact Us



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Figures based on survey responses but may not fully reflect variations in local market rules.

