



EvaluatePharma®

# **Brazil Sales, Volume and Pricing**

**With ANVISA Approvals**

# Brazil Sales, Volume and Pricing

Gain competitive advantage with a comprehensive, timely and high quality source for Brazil sales, volume and pricing that includes hospital channels and reveals actual prices paid, mark-ups and government discounts.

Historically, it has been very difficult to access Brazil pharmaceutical pricing intelligence including reimbursed prices and discount information required to accurately assess the market.

Although available through government sites, Brazil pricing data is not user-friendly and is time consuming to analyse. For those requiring information in English, translation is required. Alternative ways to attain Brazil sales, volume and pricing market intelligence exist but involve using a combination of multiple data sources or by employing consultants. In addition, key data sets such as hospital channels and historic data may be unavailable.

Now through the EvaluatePharma platform, it is possible to analyse the Brazil market landscape by studying government sales, volume and pricing and ANVISA regulatory approvals in the global commercial context to make investment decisions, drive faster time-to-market, manage risks and optimise product performance.

Feature	Details
<b>Comprehensive Government Sales</b>	<ul style="list-style-type: none"><li>• Aggregated, timely and fully transparent government contract (public sector) drug sales including hospital channels</li><li>• Both Ministry of Health transparency portal and centralised procurement portal (Comprasnet), standardised and integrated for you</li><li>• Includes volume &amp; total sales</li></ul>
<b>Government Discounts Clarity</b>	<ul style="list-style-type: none"><li>• Reimbursed guide price vs. government bid price and paid price, provided on a unit level</li></ul>
<b>Brazil Pricing Intelligence</b>	<ul style="list-style-type: none"><li>• Three pricing levels: ex-factory; reimbursed and consumer</li><li>• Annual and quarterly pricing in R\$ &amp; US\$</li><li>• Pack and derived unit prices</li><li>• Ability to aggregate contract sales and rank by area of interest, E.g. company, product, therapy area</li></ul>
<b>Integrated Historic Trends</b>	<ul style="list-style-type: none"><li>• Historic analysis 2005-2015</li></ul>
<b>ANVISA Approvals Information</b>	<ul style="list-style-type: none"><li>• All approved products</li><li>• Derived approval date and type from ANVISA approval codes</li><li>• Search by therapy area, EphMRA code, indication</li><li>• View orphan drugs and biosimilars</li><li>• Filter by pack size, unit strength, dosing/formulation</li></ul>
<b>International Reference Pricing</b>	<ul style="list-style-type: none"><li>• For US, Japan and key Western EU markets</li></ul>



### Key Benefits:

- Standardised access to timely Brazil pricing intelligence in English with \$R and \$USD
- Fully integrated in the EvaluatePharma® service for in-depth global analysis
- Transparency into mark-ups, discounts and actual prices paid
- Includes hospital channel pricing and hospital drug sales that other sources lack



### Corporate Strategists

Fully standardised and translated Brazil market insights reveal who the key players are and what products they are selling.



### Business Development Teams

Commercial filters such as EphMRA code or indication facilitate rapid market sizing and aid identification of acquisition targets or partners.



### Pricing and Reimbursement Teams

Sales, volume and pricing at pack and unit level enables easy direct comparisons to peer products in key markets such as USA, Japan, EU.



Population of over **200 million** people

## 2nd LARGEST

emerging market after China

Tenth largest Rx market worldwide\*;

## >US \$13 BILLION

LARGEST pharmaceutical market in **Latin America**



Requires careful evaluation and a targeted approach for which products to bring to market



\*Source: The World Bank



Established in 1996, Evaluate Ltd is the trusted leader in high quality life science sector analysis and consensus forecasts to 2020. Evaluate's team of expert analysts transform life science information into insights so companies can perform well.

**EvaluatePharma®** delivers exclusive consensus sales forecasts and trusted commercial insight into biotech and pharmaceutical performance.

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The Evaluate services enable the life science community to make sound business decisions about value and opportunity.

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**Evaluate Headquarters**

Evaluate Ltd.  
11-29 Fashion Street  
London E1 6PX  
United Kingdom  
T +44 (0)20 7377 0800  
F +44 (0)20 7539 1801

**Evaluate North America**

EvaluatePharma USA Inc.  
15 Broad Street, Suite 401  
Boston, MA 02109, USA  
T +1 617 573 9450  
F +1 617 573 9542

**Evaluate Japan**

EvaluatePharma Japan K.K.  
Kyodo Tsushin Kaikan 2F  
2-2-5 Toranomom Minato-ku  
Tokyo 105-0001, Japan  
T +81 (0)80 1164 4754