

# Turkish turnover has grown by over a fifth

**T**urkish sales of generics grew by 21.7% to TL6.49 billion (US\$1.84 billion) in 2016 following revisions to the country's reimbursement mechanism, according to local pharmaceutical manufacturers' association IEIS. Unit sales rose by 7.6% to 1.24 billion packs.

Citing QuintilesIMS data, IEIS noted that sales had fluctuated between 2010 and 2014, due to rising discounts as well as a reduction in reference price rates, notably with "no update of the euro value that sets the product price", causing "significant losses". However, "in 2015 and 2016, a minor update in the euro value, reduction of the discount rates in certain product groups, and the impact of a price increase in low-priced products" led to growth (see Figure 1).

With originator products registering sales of TL14.2 billion in 2016, generics captured a 31.4% share of the overall market. But by volume, generics accounted for 55.7% (see Figure 2).

"On the value scale, generic products have been losing market share to originators since 2012," IEIS commented. "However, over the past two years they have increased their market share by registering growth in excess of the pharmaceutical market itself." On a volume basis, IEIS noted, "following the 8.8% increase in generics in 2015, growth has decelerated in 2016, remaining at 7.6%".

While around 49% of originator drugs by volume – and four-fifths by value – were imported, IEIS observed, "almost all generic products are locally manufactured", with just 3% by volume and 5% by value coming from outside Turkey.

Biosimilars in 2016 enjoyed a 3.7% value share and a 13.4% volume share of the biologics market, IEIS reported, with turnover ahead by 51.4% to TL127 million from 3.43 million packs.

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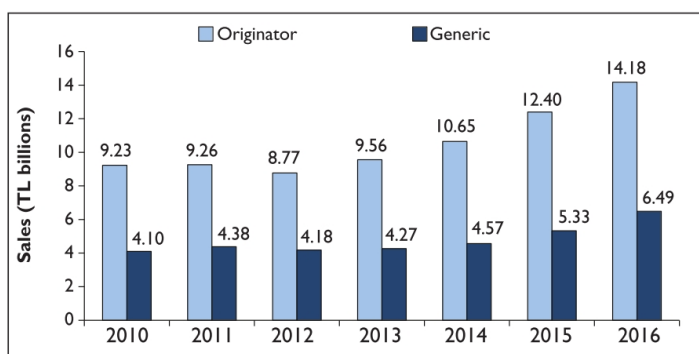


Figure 1: Turkish sales by value of originator drugs and generics between 2010 and 2016 (Source – IEIS/QuintilesIMS)

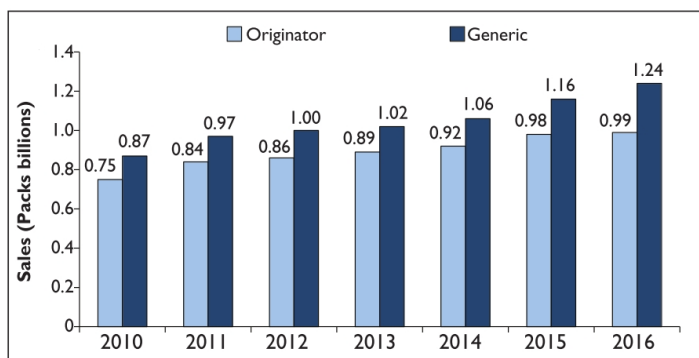


Figure 2: Turkish sales by volume of originator drugs and generics between 2010 and 2016 (Source – IEIS/QuintilesIMS)