RESEARCH REPORT



Pharmaceutical Market in the Kingdom of Bahrain &

Opportunities for Indian Companies by

Embassy of India, Bahrain









भारत का राजदूतावास, बहरीन Embassy of India, Bahrain

17 January, 2021

MESSAGE

It is my great pleasure to introduce the 'Research Report on Pharmaceutical Market in the Kingdom of Bahrain & Opportunities for Indian Companies' to our readers.

India is famously called as 'Pharmacy of the World' and its network of pharmaceutical brands creating cost effective and quality generic medicines has been a panacea for the world. This was amply demonstrated during the major health challenge of our times, the Covid19- pandemic. India not only supplied vital drugs to over 150 companies but has also been in the forefront of global collaboration to deal with this crisis including in the production, supply and ensuring the availability of vaccine.

Bahrain has a strong healthcare sector and the stakeholders are forever striving to make it more efficient. The Kingdom's welcoming and tolerant society, its favourable regulatory and investor friendly policies and strategic location as gateway to GCC market makes it attractive destination and offers opportunities for further trade and investment by Indian companies.

There is a huge potential of bilateral trade and investment in the sectors of pharmaceuticals, Ayurveda & Homoeopathy, medical devices & instruments between India & Bahrain, particularly in the post-COVID scenario. This was evident with the overwhelming participation of over 90 Indian and Bahraini companies in the B2B Webinar organized by the Embassy in cooperation with Pharmexcil of India, National Health Regulatory Authority of Bahrain and Bahrain Chamber of Commerce & Industry in October 2020.

The Research Report is a pioneering piece of work and has brought to the fore all the aspects related to the Pharmaceutical Sector in the Kingdom of Bahrain, viz. present scenario of the local Pharma market, trade data, major companies and regulatory framework. Detailed analysis of the different drug(s) market in Bahrain along with opportunities and challenges for the Indian Pharmaceutical companies in both Modern and Alternate Medicines makes it a ready reckoner for traders, investors, students and researchers alike.

The comprehensive research work undertaken by the Commerce Wing of the Embassy is exemplary and I extend my compliments to the Commerce team for their collective effort in bringing out this Research Report at this opportune time.

(Piyush Srivastava)



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I. Overview of Bahraini Pharma Market

- The size of the Bahraini pharmaceutical market (USD465mn in 2019) is limited by the country's small population (1.5mn). Bahrain's pharmaceutical market is only 1.1% of GDP (23% of total healthcare expenditure). Per capita spending on pharmaceuticals in Bahrain (USD284 in 2019) is one of the highest in the Middle East region.
- Patented medicines dominate the Bahraini pharmaceutical market, accounting for 57% of total spending. Generic
 medicines accounts for 33% of the total market and 36% of prescription sales in value terms. However, the generic
 drug sector is expected to grow as the government looking to raise health awareness and control costs. Medicines
 sold over the counter represents less than 10% of the overall market.
- Bahrain has a relatively advanced healthcare sector, with one of the highest per capita spending (USD1200 in 2019) in the Gulf region. In 2019, total healthcare expenditure (USD2.0bn) was around 5% of GDP. The government has given healthcare great attention over the years, as one of the main priorities of its development programmes. The public sector contributed around 60% and the private sector spending accounted for 40% of the total health expenditure.
- Foreign drug companies dominate the pharmaceutical market. However, none of them operate local manufacturing
 facilities, with medicines imported mostly through regional distribution offices, usually situated in Saudi Arabia or the
 UAE. Key suppliers to the Bahraini market, mainly through Gulf Cooperation Council (GCC) tenders, include
 GlaxoSmithKline, Roche, Bristol-Myers Squibb, Sandoz, Merck & Co, Pfizer and AstraZeneca and UAE-based
 Julphar.
- There are currently two pharma factories in Bahrain: the Bahrain Pharma factory, which will produce syrups and soft capsules; and Gulf Biotech, which will produce injectable medicines by the end of 2020.
- Bahrain has a modern, technologically advanced and comprehensive healthcare system. The National Health Regulatory Authority(NHRA) is an independent council which monitors both the public and private health sectors.
- There are four government sponsored hospitals, 19 private hospitals and a large number of clinics and maternity hospitals. The Salmaniya Medical Complex (SMC) is the largest public health centre in Bahrain and accounts for 2 page around 80% of public health expenditure in the country.

II. Bahrain's Pharmaceutical Trade and Position of India

- Bahrain has limited manufacturing capacity and imports almost all of its pharmaceutical products.
- There are currently two pharma factories in Bahrain: the Bahrain Pharma factory, which will produce syrups and soft capsules; and Gulf Biotech, which will produce injectable medicines by the end of 2020.
- Given the preference for patented medicines, Bahrain's main import partners include Germany, Ireland, the USA, France and Switzerland.
- Though, India's global exports for Pharma have risen from USD19bn(2019) to USD20.6bn in 2020, India's share in the Bahrain Pharma market has remained less than 2% of its total imports.
- GCC region has a share of 5% in India's total exports, with the top 3 regions being USA, Africa and Europe.
- India has the maximum number of USFDA approved manufacturing sites outside of USA; and over 17% of these are in India.
- Overall India pharma companies have accreditations from USFDA, EUGMP, WHO.

Top countries of import for Bahrain: (in million US\$)

S. No.	Country	Import Value (2019)	% share of total	Import Value (2018)	% share of total
	Total Value of Import	355.35	100	332.27	100
1	GERMANY	63.02	17.73	50.69	15.26
2	IRELAND	34.81	9.8	26.08	7.85
3	USA	28.83	8.11	31.41	9.45
4	FRANCE	24.34	6.85	29.27	8.81
5	SWITZERLAND	22.11	6.22	21.46	6.46
6	UK	21.84	6.15	18.83	5.67
7	SAUDI ARABIA	20.93	5.89	24.75	7.45
8	DENMARK	17.45	4.91	15.91	4.79
9	NETHERLANDS	14.26	4.01	13.54	4.08
10	JORDAN	13.95	3.93	10.69	3.22
17	INDIA	5.72	1.61	4.83	1.45
25	CHINA	2.06	0.58	1.64	0.49

Source: Bahrain open data portal (https://www.data.gov.bh)

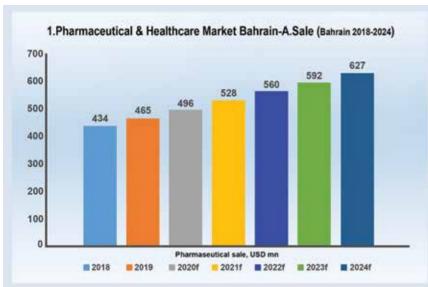
III. Bahrain's Pharmaceutical Market - Forecast and Trends

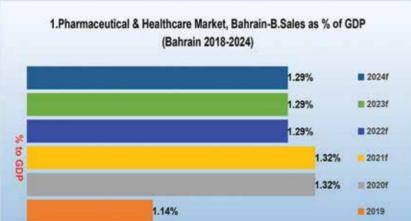
- Bahrain has the potential to improve its manufacturing base and operating environment, supporting more positive long-term outlook for the country's pharmaceutical sector
- Covid 19 pandemic has led to the need for modernization of healthcare system in Bahrain via public private partnerships and investment in R & D
- Pharmaceutical market is expected to growth from USD 465mn (2019) to USD496mn (2020).
- Pharma sales to reach USD628mn by 2024 due to improvements in Bahrain's domestic manufacturing capacities and increasing access to medicines
- Pharma market is expected to grow from 1.15% to 1.28% of its GDP from 2019 to 2024
- Pharma spending as percentage of country's GDP will remain in the range of 1.2 to 1.4% over next 10 years
- Per capita expenditure is expected to increase from USD284 in 2019 to USD432 by 2029
- There exists a difficult reimbursement policy for expensive foreign made pharma products
- Bahrain has limited manufacturing capacity and imports almost all of its pharmaceutical products

- Increased private sector engagement is expected in Pharma sector.
- Shift of Government policy to compulsory health care insurance for all w.e.f. December 2018 is favourable to Pharma market
- Per capita spending of US\$ 1200 in Bahrain is one of the highest in the GCC region.

Pharmaceutical & Healthcare Forecast for Bahrain

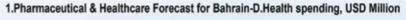
Indicator	2018	2019	2020f	2021f	2022f	2023f	2024f
Pharmaceutical sales, USDmn	434	465	496	528	560	592	627
Pharmaceutical sales, % of GDP	1.13	1.14	1.32	1.32	1.29	1.29	1.29
Pharmaceutical sales, % of health expenditure	24	24	23	23	23	22	22
Health spending, USDmn	1810	1970	2130	2290	2460	2650	2860





2018

1.13%





1.Pharmaceutical & Healthcare Market, Bahrain-C.Sales as % of Health expenditure (Bahrain 2018-2024)



IV. Bahrain's Prescription Drug Market

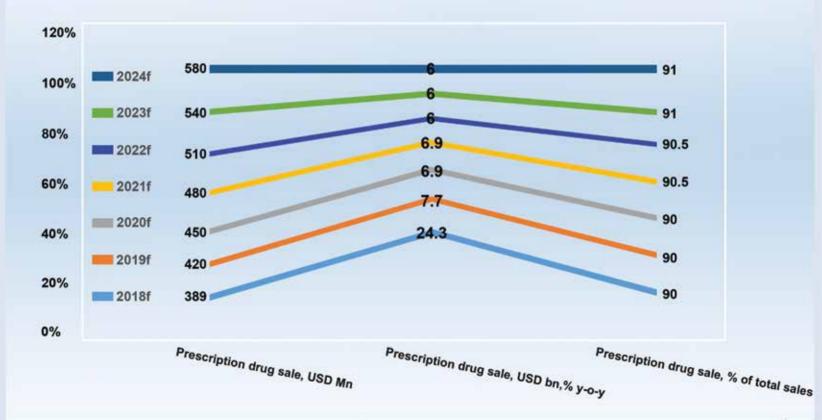
- A major part of Bahrain's pharma expenditure is on prescription drugs.
- Patented and generic medicines outpace the OTC sector due to widespread healthcare coverage of the population, ease of access and rising demand for long term advanced treatments.
- Spending on prescription drug is expected to rise from USD420mn in 2019 to USD573mn in 2024.
- Key drivers being: increased demand for novel products for cardiovascular disease and respiratory conditions.
- Around 30% of the deaths in Bahrain are due to Cardiovascular diseases.

Prescription Drug Market Forecast 2018-2024

PRESCRIPTION DRUG MARKET INDICATORS, HISTORICAL DATA AND FORECASTS (BAHRAIN 2018-2024)

Indicator	2018	2019	2020f	2021f	2022f	2023f	2024f
Prescription drug sales, USDmn	389	420	450	480	510	540	580
Prescription drug sales, USDmn, % y-o-y	24.30	7.70	6.9	6.9	6	6	6
Prescription drug sales, % of total sales	90	90	90	90.5	90.5	91	91

3. Prescription Drug Market (BAHRAIN 2018-2024)

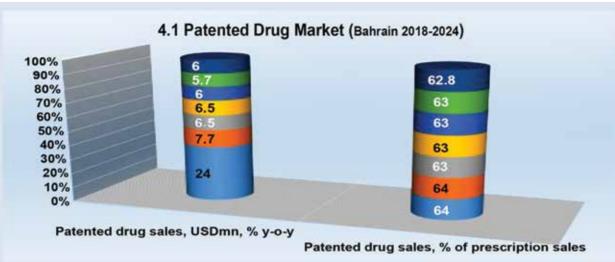


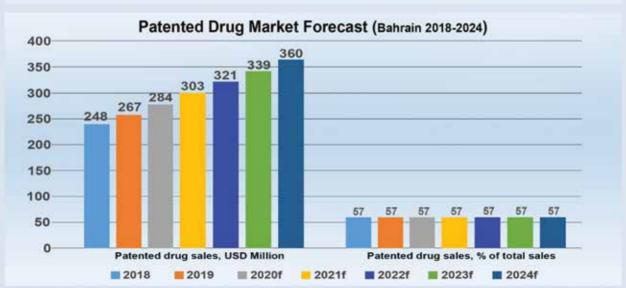
V. Bahrain's Patented Drug Market

- Patented medicines account for 57.3% of the overall market and 63.6% of prescription sales.
- Spending on patented drugs is expected to increase from USD267mn in 2019 to USD360mn in 2024.
- The government's cost containment measures and pro-generic stance will apply downward pressure on patented drug sales in the medium term.
- However, the implementation of the new national health insurance scheme to benefit nationals and expatriates would significantly increase opportunities for patented drug makers.
- Traditional preference for patented drugs, including government purchasing based on predominantly on patented products would ensure growth in the patented drug sector.
- Patented drug sales will account for 58% of total medicine sales and 62.8% of prescription sales by 2029.

PATENTED DRUG MARKET INDICATORS, HISTORICAL DATA AND FORECASTS (BAHRAIN 2018-2024)

Indicator	2018	2019	2020f	2021f	2022f	2023f	2024f
Patented drug sales, USDmn	248	267	284	303	321	339	360
Patented drug sales, USDmn, % y-o-y	24	7.7	6.5	6.5	6	5.7	6
Patented drug sales, % of prescription sales	64	64	63	63	63	63	62.8
Patented drug sales, % of total sales	57	57	57	57	57	57	57



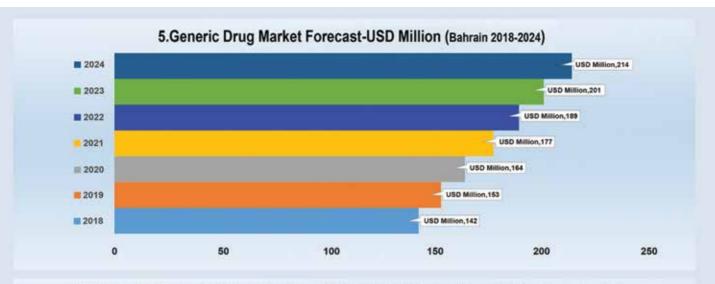


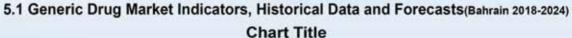
VI. Bahrain's Generic Drug Market

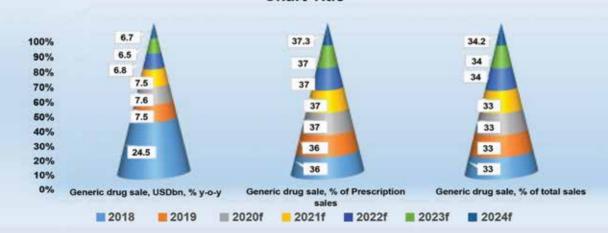
- The generic drug sector is limited by Bahrain's preference for patented drugs, current lack of local production and strict import regulations.
- However, government is looking to reduce healthcare expenditure by adopting a pro-generic stance.
 Hence, the generic drug sector is expected to increase its market share and would grow at a faster pace than patented drug.
- Generic drugs market is expected to rise from USD153mn (2019) to USD214mn in 2024 and USD300mn by 2029 @ CAGR of 7%.
- More drug patents will expire over the next decade resulting in increased demand of generic drugs.
- The development of the generic drug sector is primarily hampered by limited local production while the country relies mostly on imports.
- The International Investment Zone in Manama offers a number of incentives for local drug manufacturing.
- Indian Pharma firms can form JV for local drug manufacturing.

- Import regulations requiring drugs to be registered in other countries first can slow generic drug entry to the market.
- Bahrain's strict intellectual property laws mean that all generic drug imports have to be authorised and must be of high standards.

GENERIC DRU				TORS, ASTS (I			18-
Indicator	2018	2019	2020f	2021f	2022f	2023f	2024f
Generic drug sales, USDmn	142	153	164	177	189	201	214
Generic drug sales, USDmn, % y-o-y	24.5	7.5	7.6	7.5	6.8	6.5	6.7
Generic drug sales, % of prescription	36	36	37	37	37	37	37.3
Generic drug sales, % of total sales	33	33	33	33	34	34	34.2







VII. Bahrain's Over the Counter (OTC) Drug Market

- There is limited potential for OTC pharma in Bahrain and the implementation of a nationwide health insurance scheme and rising use of both generic and patented medicine will further lower the share of market for OTC sales.
- OTC medicines represent only 10% of the pharma market in Bahrain at a value of US\$ 46 mn in 2019.
- It is expected to represent a lower part of the market in 2029 at only 7.5%.
- Nutraceuticals or functional foods have potential for growth as population becomes more health conscious.
- More regulations for the Alternative Medicine should also facilitate in the market growth rate.

OTC MEDICINE MARKET INDICATORS, HISTORICAL DATA AND FORECASTS (BAHRAIN 2018-2024)

Indicator	2018	2019	2020f	2021f	2022f	2023f	2024f
OTC medicine sales, USDmn	44	46	48	49	51	52	54
OTC medicine sales, USDmn, % y-o-y	19	5	4	4	3	2.9	3.2
Over-the-counter (OTC) medicine sales, % of total sales	10	10	9.6	9.4	9	9	9





VIII. Pharmaceutical Regulations in the Kingdom of Bahrain

- ▼ The National Health Regulatory Authority (NHRA) is the main health regulatory body in Bahrain and is responsible for registration & pricing of medicine, licensing pharmaceutical factories, granting approvals in relation to conducting clinical trials in Bahrain.
- ✓ Bahrain's regulatory environment is considered to be among the most advanced in the Gulf region.
- ✓ The drug registration system in Bahrain is generally considered to be transparent, professional and efficient.
- ✓ The average approval time for new drugs 3-6 months; while renewals which must occur every five years take a maximum of three months.
- ✓ Medicine prices are approved by the health minister and the NHRA.
- Import and distribution of Pharma products must be done through authorized pharmacy only (Local agent).
- ✓ Main requirements for import of non-registered pharmaceutical products into Bahrain:
- NHRA permission to import the pharmaceutical product.
- > The required product should not have a registered alternative in Bahrain.
- The product should be registered with the Gulf Health Council (GHC) or with one of the countries of the GCC country.
- The product should be identified with NHRA or registered with one of the following authorities: A) USFDA; B) HEALTH CANADA; C) (EMA) European Medicines Authority or a Western European country; D) (SWISS-MEDIC); E) (TGA) Australian Medicines Administration; F) (Pmda) Japanese Ministry of Health; G) (MHRA) British Medicines and Health Products Authority.
- > The product should have been marketed in the country of origin.

GCC Harmonisation:

- Gulf countries are in the process of implementing a highly secured electronic common technical document (eCTD) which will ensure a unified registration system of pharma across the Gulf region.
- The collective system for group purchasing exists presently for GCC and operates through the Secretariat General of Health (SGH) Tender. This system is especially beneficial to smaller markets or countries such as Bahrain from negotiations point of view.
- The trademark registrations are handled by the regional patent office based in Riyadh.
- Most medicines are imported through regional distribution offices, in KSA or UAE, with very few local manufacturing facilities.

IX. Registrations of Pharmaceutical Products in 2019

- In 2019 NHRA processed 518 pharmaceutical product license renewals and 384 new medicines registration.
- In 2019, there were 3491 registered medication products, 328 pharmaceutical products were classified, 3,163 temporary importation of non-registered products were processed, and 2608 medications were priced.



Source: NHRA

X. Strengths, Weaknesses and Opportunities – Bahrain's Pharma Market

Strengths

- ✓ Bahrain's regulatory environment is considered among the most advanced in the Gulf region.
- ✓ High standard of intellectual property protection stimulated by the free trade agreement with the US.
- ✓ Strong patented drug market, largely as a result of traditional wealth and resultant preference for the latest medicines.
- ✓ Strong healthcare infrastructure.
- ✓ Bahrain is rated the best in the Middle Eastern region for maternal healthcare as well as for the socio-economic and political status of women.

Weaknesses

- ✓ Limited size of the pharmaceutical market owing to small population.
- Small local manufacturing sector with output comprising basic medicines.
- ✓ Tough regulations for registration of pharmaceutical products in Bahrain.

Opportunities

- ✓ The further harmonisation of domestic regulations, both regionally and with international standards, will encourage foreign investment.
- ✓ The launch of the local production line could boost export sector.
- ✓ Gradual development of local manufacturing capacities.
- Establishment of compulsory health insurance would result in the growth of healthcare sector and pharmaceutical spending.

XI. Challenges being faced by Indian Pharmaceutical Companies in Bahrain

- Bahrain's traditional preference for patented drugs, including government purchasing based on predominantly on patented products make the entry of Indian generic drugs limited.
- The import regulations requiring drugs to be registered in other countries first, along with other conditions, make the entry of Indian generic drug to the market very slow.
- Bahrain's strict intellectual property laws also make import of Indian generic drugs into Bahrain difficult.
- Small size of the Bahraini market is major deterrent for big Indian pharma companies.
- Most of the fast moving medicines in Bahrain have an existing international patent.

XII. Recent Positive Developments for Indian Pharmaceutical Companies

- In June 2018, Bahrain and India signed a memorandum of understanding on cooperation in healthcare, covering the exchange of research and visits by government official, medical experts and academic students and staff.
- Negotiaions are currently going on for Free Trade Agreement (FTA) between India and GCC countries.
- A FTA between India and the GCC will help Indian pharma companies to take a greater market share of the generic drug segment.
- In December 2019, Bahrain Specialist Hospital announced collaboration with India's Apollo Hospitals, Asia's largest and most trusted multi-specialty chain of hospitals, to establish Bahrain's first comprehensive tertiary level cardiac care for patients in the private sector.
- Following Indian Pharmaceutical products have been popular in Bahrain market.

S. No.	Name of Product	Manufacturer in India
a.	Enhancin	Sun Pharma
b.	Revital	Sun Pharma
C.	Veloz	Torrent Pharma
d.	Omizac	Torrent Pharma

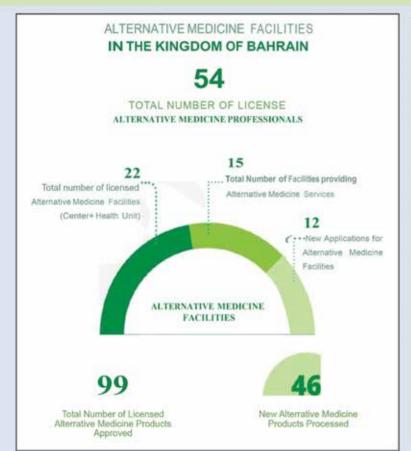
XIII. Opportunities and Way Forward for Indian Pharmaceutical companies

- Bahrain is in the process of implementing compulsory health insurance which would result in the growth of healthcare sector and pharmaceutical spending. Hence demand for Indian generic medicines is expected to grow.
- Bahrain is looking at further harmonisation of domestic regulations, both regionally and with international standards and this would encourage foreign investment, including Indian companies.
- There are currently two pharma factories in Bahrain: the Bahrain Pharma factory which produces syrups and soft capsules; and Gulf Biotech, which will produce injectable medicines by the end of 2020.
- The local manufacturing industry is small and underinvested, thus providing opportunities for Indian companies to establish manufacturing units with local partner in Bahrain International Investment Park (BIIP).
- > Having local partner in this venture will ensure a fair chance of getting awarded with Government tenders and overall acceptance in the market as a beginner.
- Some of the tariff and non-tariff incentives offered by BIIP are as under:

i) 0% Corporate and Income Tax.	v) Duty-free access to the GCC countries.
Customs duty exemptions on raw materials, plant machinery and spare parts imported for manufacturing.	vi) BIIP offers land space at the lowest annual rates amongst all Gulf states at USD 2.66 per sq. m per year.
iii) 100% foreign ownership offered to international businesses across multiple sectors without free-zone restrictions.	vii) Workforce freedom: Exemption from Bahraini employee hiring requirements for the first five years in the BIIP.
 iv) Bahrain offers 100% repatriation of capital, profits and dividends. 	viii) Government support: Access to financial grants and training support while working in the BIIP.

- Efforts need to be made to create interest in Indian Pharma manufacturers to establish ties with Bahrain Pharma Market
- Organizing a Pharma Expo in Bahrain in collaboration with Pharmexcil, India and Bahraini Ministry of Health, NHRA, Supreme Council of Health, Hospital authorities of both Government and Private Sectors, Doctors. Pharma Importers etc. to create a platform for developing mutually beneficial partnerships.

XIV. Alternative & Traditional Medicine Market in Kingdom of Bahrain





XV. Indian Alternative & Traditional Medicine in Bahraini Market

 As per information available on NHRA website, there are a total of 129 registered Alternative & Traditional Medicines and out of that 123 medicines are from India

List of popular Indian Homeopathy and Ayurveda health clinics in Bahrain

HOMEOPATHY CLINICS

Dr. Fatheya Almulla Homoepathy Unit Hoora, Kingdom of Bahrain

E-mail: aryawuhan@gmail.com Tel: +973 39261316/ 38861907

KIMS Bahrain Medical Center

Road No. 3709, Umm Al Hassam Avenue, Manama, Kingdom of Bahrain

Phone: +973 17822123

E-mail: info-muh@kimsbh.com

AYURVEDIC CLINICS

Kottakal Ayurvedic Centre

Juffair, Kingdom of Bahrain Phone: +973 1781 3150

E-mail: bahrain@kottakkalavurvediccentre.com

Middle East Medical Centre Shantigiri

Santhigiri Ayurvedic Centre Hidd, Kingdom of Bahrain Phone: +973 17464848

E-mail: santhigiri@membh.com

Kivi Ayurvedic Centre

Villa 660, Extra Road 3915. Um al Hassam, Kingdom of Bahrain Tel: +973 17725811

E-mail:consultantomcl@gmail.com

Vaidyaratnam Ayurvedic Health Centre

Riffa, Kingdom of Bahrain Phone: +973 1722 8877

E-mail: vaidyaratnambh@gmail.com

The Indian Ayurvedic Medical Centre

P.O. Box 21551, Manama, Kingdom of Bahrain

Tel: +973 17722060/17720780 E-mail: iamc@mksgroup.org

XVI. Distributors of Pharmaceutical Products in the Kingdom of Bahrain

Wael Pharmacy Co. W.L.L

P.O. Box 468, Manama Kingdom of Bahrain

E-mail: sales@waelpharmacv.com

Tel: +973 17377000

YMH Pharmacy

Yousuf Mahmood Husain W I I P.O. Box 23, Manama. Kingdom of Bahrain

E-mail: NizarS@ymh.com.bh

Te: +973 17175555

Gulf Pharmacy

P.O. Box 2576, Juffair, Kingdom of Bahrain

E-mail: office@gctbahrain.com

Tel: +973 17877107

Bahrain Pharmacy

P.O.Box 403, Manama, Kingdom of Bahrain

E-mail: bpmedic@bahrainpharmacv.com

info@bahrainpharmacy.com

Tel: +973 17264088

Jaffar Pharmacy

18 Tarfa Bin Alabad Avenue- Hoora 319

Kingdom of Bahrain

E-mail: jpbudaiya@jaffar-h-

ruvan.com

Tel: +973 17731415

Al Jishi Pharmacy

P.O.Box 617, Manama. Kingdom of Bahrain E-mail: jishi@aljishi.com

Tel: +973 1722464

Bahrain Industrial Pharmaceuticals Company

(Bidapharm) P.O.Box 20743, Manama, Kingdom of Bahrain

E-mail: bidapharma@hotmail.com Tel: +973 17297333/17297444

XVII. Most of the Pharmaceutical companies operating in Bahrain are from the United States of America and United Kingdom. A list of major Pharmaceutical Companies in Bahrain are given below:-







Embassy of india Kingdom of Bahrain



Ministry Of External Affairs Government Of India

Embassy of India, Building. 1090, Road No. 2819 Block No. 428, Al-Seef, Manama, Kingdom of Bahrain www.eoi.gov.in/Bahrain/









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