

EU animal pharma industry study finds generics significantly increase market offering, improve access across Europe

Brussels, 23 September 2019 - Generic companies play an essential role in the EU animal pharmaceutical industry by providing better access for EU veterinarians, farmers, and pet owners to a wider variety of medicines, according to the first ever comprehensive market analysis conducted for the generic veterinary sector. The study, sponsored by EGGVP (European Group for Generic Veterinary Products), has been executed by the market research company Kynetec.

Accounting for one third of the EU animal health market with an average turnover of 2.9 billion in 2016, the study found that generic companies obtain on average 600 new marketing authorisations each year – representing half of the total licenses granted in the sector–, often offering improved features as well as targeting new indications and species in comparison with the originator.

Generic products also stimulate a healthy competitive environment in the EU Animal Health market. The study finds that the introduction of one or several generics will always lead to a price decrease in that market segment, with a drop in comparison with the originator price of up to 50%. The affordability of treatments which generics provide, together with their variety and availability, prove to be crucial to users treating “major” as well as “minor” animal species or less common conditions – for which generics hold almost 1400 marketing authorisations.

The study also finds that the generic industry often offers improved pharmaceutical form and drug presentation, making it easier to tailor the treatment according to the animal’s size or specific needs. Covering all therapeutic groups and EU geographical regions, generics help to fill market gaps where the originator medicines are not present.

“The generic veterinary industry is also an innovative business branch, as it often develops optimised medicines with an added value” explained Dolores Cainzos, EGGVP Chair. “The market analysis study shows that a significant part of generic companies have a mixed activity, with R&D forming an important segment of business alongside the development of generic medicines.”

Generic companies employ approximately 30,000 people across Europe. On an EU and global level, turnover and employee count of the generics industry has steadily grown year-on-year. 2018 figures for EGGVP members alone show a progression by almost one third between 2011 and 2018 for turnover, and 36% for employee growth. The survey found that in Europe 185 companies qualify as “generic companies”, with 93 companies among these matching the SME criteria and many exporting worldwide.

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About EGGVP – European Group for Generic Veterinary Products:

EGGVP is a high level group of 24 companies representing the pharmaceutical industry of generic veterinary medicinal products in Europe. It represents the interest of its members in order to achieve a transparent, harmonized, pragmatic and proportionate regulatory environment.

EGGVP membership is mainly composed of small and medium sized companies (SMEs), representing an industry that has more than 6000 direct employees in the EU and a sales turnover of over €1.6 billion per annum. Headquarters of all EGGVP companies are located in EU Member States.

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