

An aerial night-time photograph of Brazil, showing the illuminated coastline and inland cities. The terrain is visible in shades of brown and green, with numerous yellow and white lights representing urban areas. The ocean is dark blue, and the sky is a deep twilight blue.

# Business Development & Licensing at a Glance

Brazilian Pharma Market:  
Demographics

**Pharma Meeting** Brazil



## Demographics and healthcare access: opportunities for the pharmaceutical industry in Brazil

Brazil, like many other countries, is experiencing significant demographic changes that are impacting its healthcare system. By 2050, the number of Brazilians over 60 years old will increase to 30% of the total population, creating a growing demand for products and services that address their specific needs.

The increase in non-communicable diseases (NCDs) such as diabetes, hypertension, and cancer in Brazil is one of the major health challenges faced by the country. The World Health Organization reported that, in 2019, 75% of deaths in Brazil were caused by NCDs. These diseases, some of which are chronic, have a significant impact on aging, highlighting the importance of creating new drugs and effective treatments.

Comorbidities and chronic diseases are also major factors in the aging process. According to a study conducted by the Brazilian Ministry of Health, 70% of Brazilian seniors are affected by chronic diseases, with 40% of them having at least one, while 29.8% have two or more. This opens an opportunity for pharmaceutical companies to market solutions that address this growing issue.

Prevention, primary care, and system regulation are also essential for the elderly. The Brazilian healthcare system faces challenges in providing efficient and accessible treatment, particularly for older adults. There is a great demand in the country for new products and services that help prevent disease and support primary care.

# **Pharma Meeting Brazil**

**May, 23 (in person) - May, 24 – 25 – 26 (virtual)**

Incorporating cost-effective innovations that align with the Brazilian healthcare system's sustainability goals is another opportunity for the pharma industry. By investing in the research and development of technologies that address unmet health needs, companies can contribute to improving the system's efficiency and effectiveness.

As the Brazilian population ages and experiences demographic shifts, the pharma industry has a unique chance to transform the country's healthcare landscape.

With a growing demand for solutions that address chronic diseases and comorbidities, a significant impact can be made on the well-being of older adults. By embracing these challenges, pharmaceutical companies can help shape the future of healthcare in Brazil and provide effective treatments and care for the elderly to live healthy, fulfilling lives.

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