

Stakeholder Opinions: Vaccines in emerging markets (Latin America) - Opportunities in Brazil, Mexico and Argentina

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Introduction

Over the past decade, vaccines have resurfaced as an attractive commercial proposition for Pharma. The developed world has been the initial focus of vaccine makers due to the better healthcare infrastructure and higher price levels. However, facing increasingly saturated markets in the West, companies are looking to expand into new geographies, such as Latin America's emerging markets.

*Strategic analysis of key domestic vaccine companies as well as the position of major international players

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http://www.mdtmag.com/news/2010/07/stakeholder-opinions-vaccines-emerging-markets-latin-america-opportunities-brazil-mexico-and-argentina?qt-video_of_the_day=0

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