

# S.W.O.T Analysis of **Pharmaceutical** industry



## STRENGTHS

- A solid manufacturing foundation.
- presence of a highly skilled workforce.
- low -cost trade generics are gaining popularity.
- Stable growth in domestic market consumption.



## WEAKNESS

- Less expenditure on healthcare in the country.
- High risk business model.
- Low barriers to entry.



## OPPORTUNITIES

- An increase in the demand for pharmaceuticals products.
- The Food and Drug Administration's (FDA) criteria have changed, which will have a Positive impact.
- Government initiatives to facilitate smooth export & import to boost pharma industry.



## THREATS

- Any Changes in government regulations.
- A weakening economy could be to blame for the industry's decline.
- Other low-cost countries, such as China and Israel, pose a threat.

India's flourishing pharmaceutical sector is labeled the "pharmacy of the world" since it is the world's top source of ground-breaking inventions and has the **ability to deliver essential medicines and medical support to countries all over the world.**

The Indian pharmaceutical industry supplies more than half of global demand for **vaccines**, 40% of generic demand in the United States, and 25% of all pharmaceuticals in the United Kingdom. **India is the world's third-largest producer of pharmaceuticals by volume and the fourteenth-largest producer by value.**